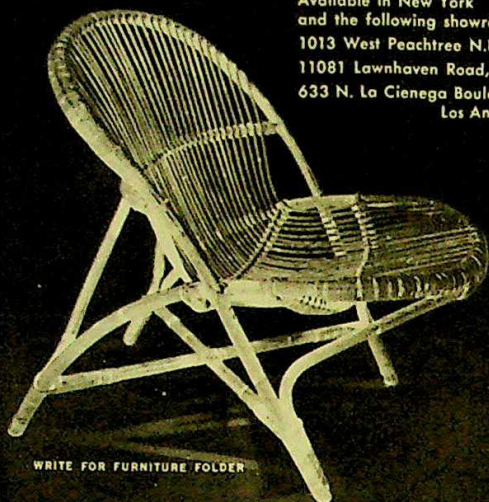


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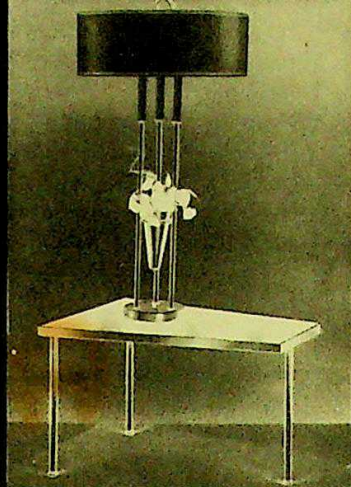


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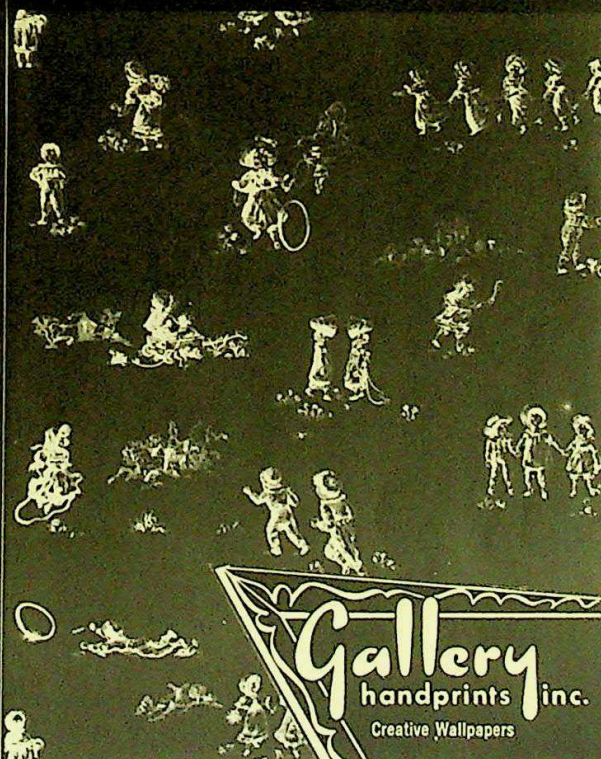
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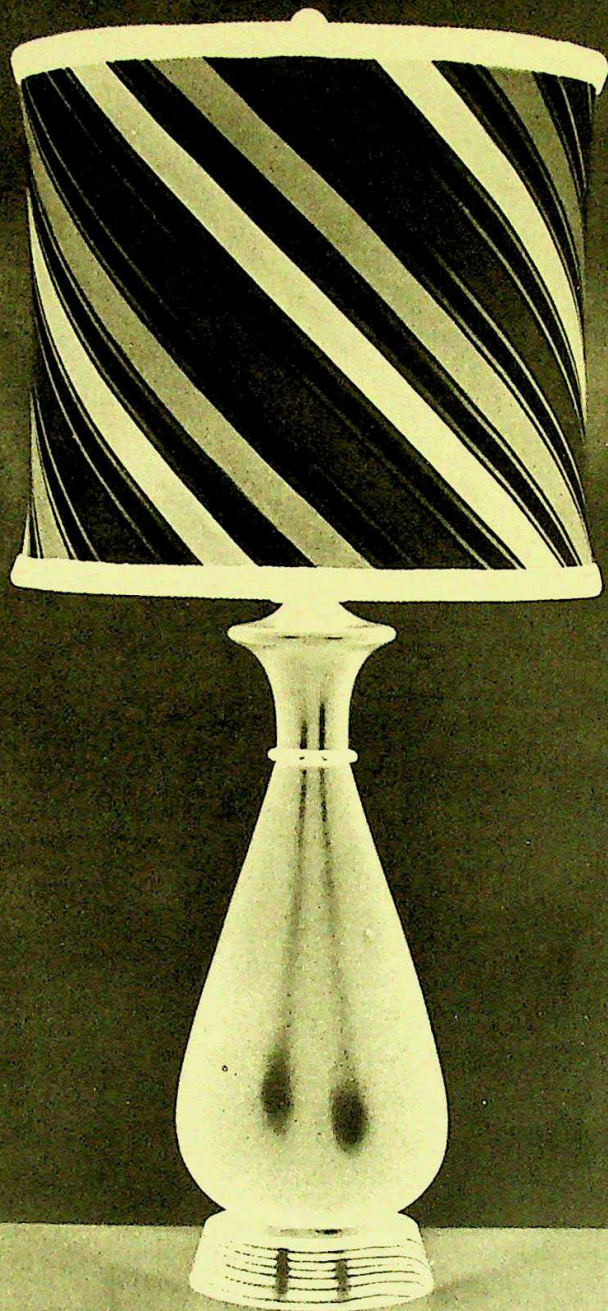
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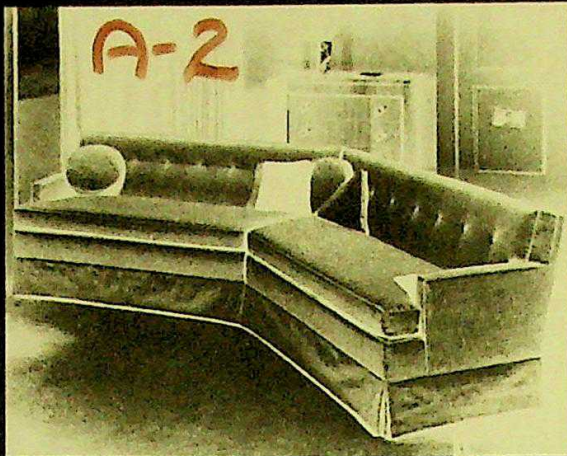
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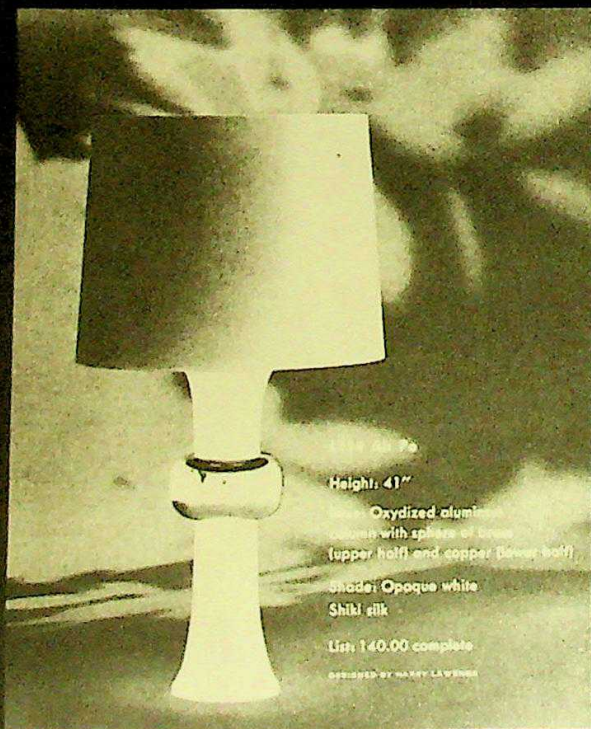


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LOS ANGELES

BUFFALO
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CHICAGO
SAN FRANCISCO

BOSTON



Height: 41"

Oxidized aluminum
base with spheres of brass
(upper half and copper lower half)

Shade: Opaque white
Shiki silk

List: 140.00 complete

DESIGNED BY HARRY LAWRENCE

kneedler-fauchere

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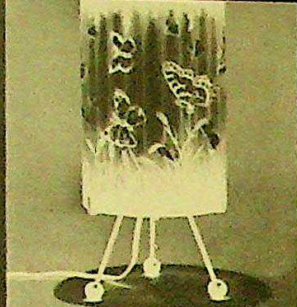
TRUE BEIGE	WILLOW GREEN
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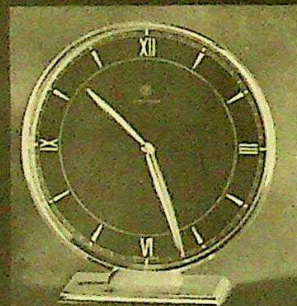
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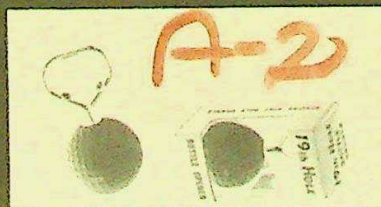
BUTTERFLIES are depicted in this animated lamp of Kodapak plastic, said to be non-inflammable and static-free. Measuring 13 x 6 inches in diameter, it stands on wrought iron legs. Retailing at \$7.95, it is offered by Econolite Corp., 3517 W. Washington Blvd., Los Angeles.



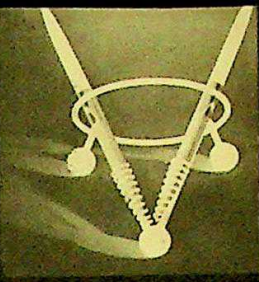
PROVINCIAL lamp, 15 inches high, is made of brass, and rests on a hobnail saucer and foot. Has 15 inch skirt shade—removable and washable—with lace petticoat and white eyelet pique skirt plus red satin bow. Approximate retail price, \$9. Kayess Lamp Co., 2417 Pitkin Ave., Brooklyn, N. Y.



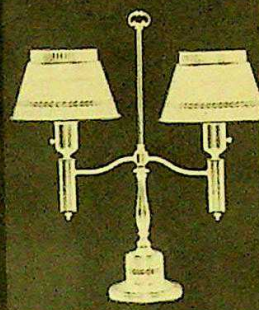
EIGHT-day Junghans sunburst clock of hand-polished and hammered brass. Measuring 18 inches in diameter, it retails for \$39.95 from The Henry Cochler Co., 101 Fifth Ave., New York.



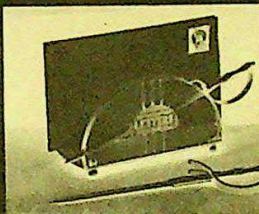
TWIN ball point pen desk set comes in pink and black, red and black, white and black, turquoise and black with gold-black matte finish stand. Retailing at \$3.95 from Jack Martin, Brack Shops, Los Angeles.



STUDENT table lamp, 22 x 24 1/4 inches high, is made of solid brass or hand decorated tole in red, green, ivory, yellow, and empire black with striped bands and motif in gold. J. & H. Alexander, 225 Fifth Ave., New York. Metal shades measure 9 inches in diameter; glass reflectors, 6 inches in diameter. Also available in combination of tole and brass.



BRASS letter holder and opener, 3 1/4 x 6 1/4 inches, are imported from England. Priced to retail at \$3.95 from Metalcraft Industries, 5 University Pl., New York.



FOR MILADY'S evening are these petit-point bags in three styles of black rayon with multi-colored inserts, and zippers. Retailing at \$6.95 each, they are offered by Unimart, 108 E. 16th St., New York.

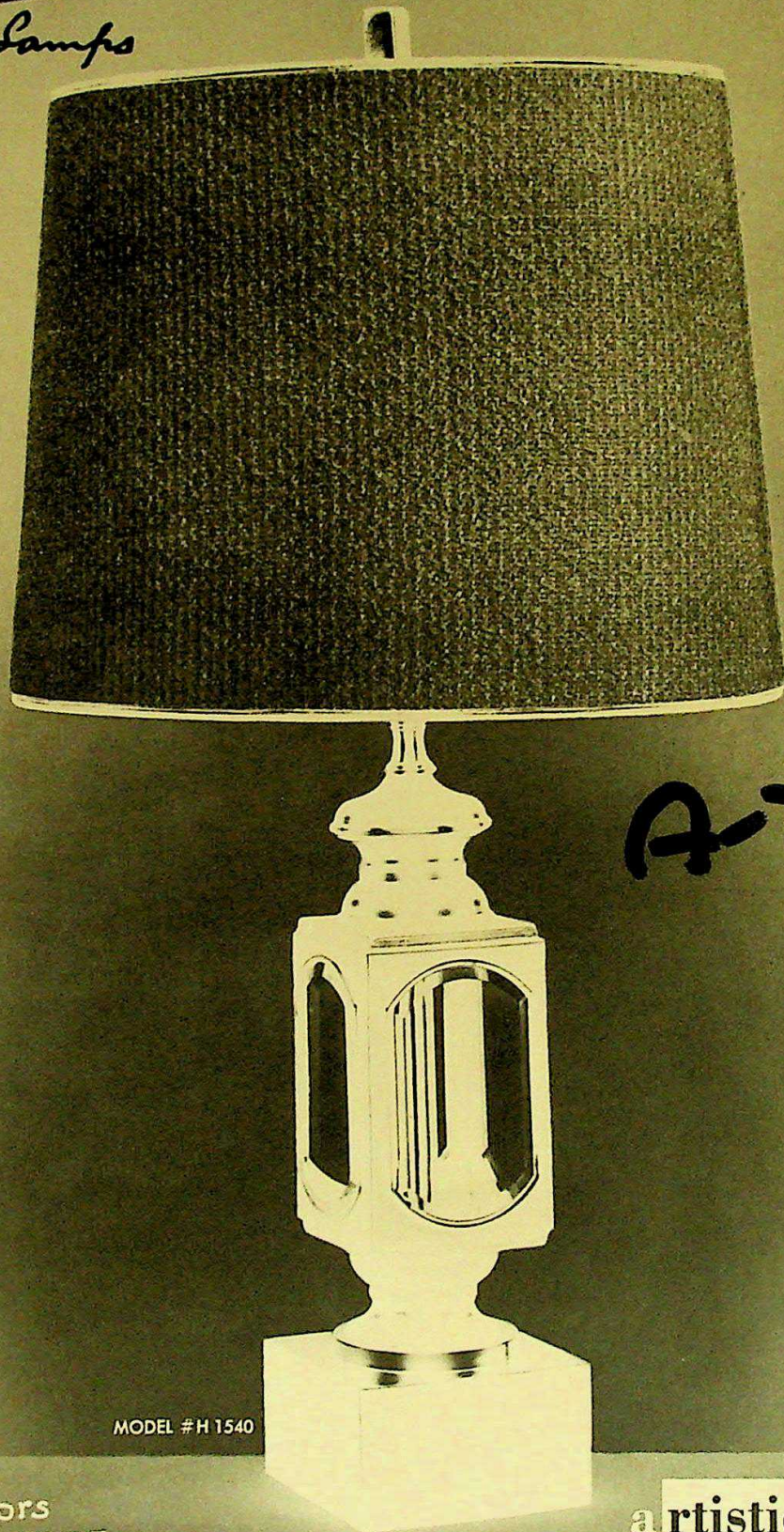
HAMMERED aluminum decorative gift tins made by Weinman Bros., 3260 W. Grand Ave., Chicago. Silvery aluminum color with designs in copper finish. Motifs tooled in deep relief and hand antiqued. Comes in various sizes and may be used for many different items.

GENUINE golf ball bottle opener is being offered by Perry Blackburn Associates Inc., 37 W. 26th St., New York. Gift packaged, it retails for \$1.



THE ORIGINATOR OF 3-WAY LIGHTING

Table Lamps



MODEL #H 1540

Interiors
June 1955
Page 28

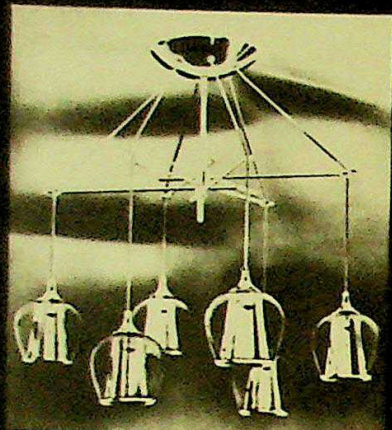
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Light shed with an elegant eclecticism

Carl Moser for
Lightolier, 11
East 36th Street, N. Y.



1

LIGHTOLIER's Jubilee group, from which we show version (1), permits dimensional adjustment via white cords which slip through notched ends of brass struts. Light fixtures are gold-flecked glass.

KNEEDLER-FAUCHÈRE's newest include black marble obelisk (2) and Scandia (3) with bleached birch base, milkglass shade, brass finial.

BRACH-ALLEN's varied assortment includes black wire obelisk on gold-leaf base (4) and column design (6) formed of colorful glazed and unglazed tiles, topped with mat black parchment shade.

REMBRANDT's Twin Bullet (5) sets perforated brass reflectors on white enameled arms. In New York at WESTCORT, 4 East 52nd Street.



2

Harry Lawenda for Kneedler-Fauchère, 451 Jackson Square, San Francisco.



3

George Wright for Kneedler-Fauchère.

Black wire by Brach-Allen, 1323 South Michigan, Chicago.

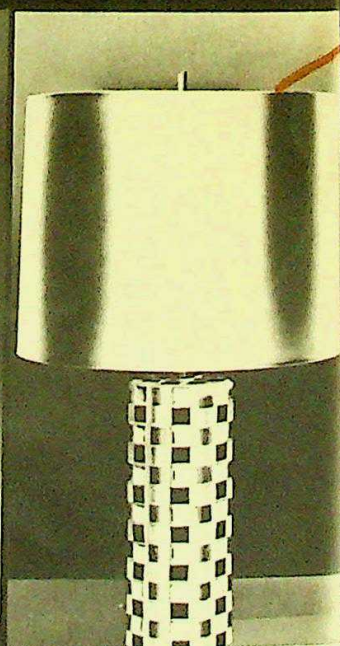
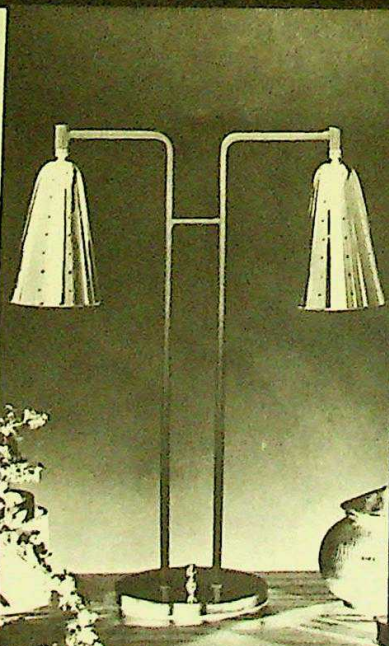
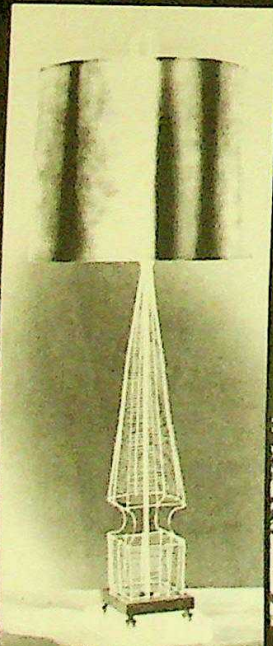
4

William Hinn for Rembrandt, 259 South Erie, Chicago.

5

Checkered-effect tiles for Brach-Allen Studio.

6



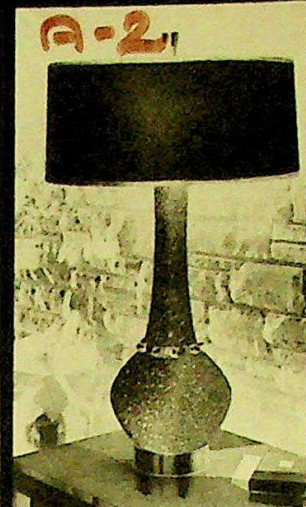
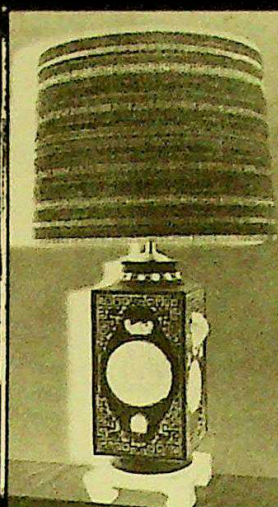
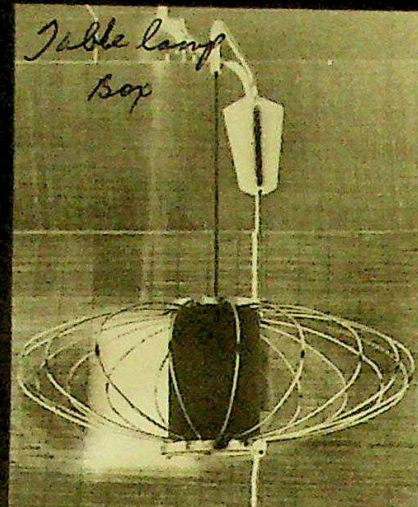
Interiors
June 1955

A-2

from the Bethwood Collection —



Interiors
June 1955
Page 45



WALL LAMP, left, is 19" in diameter. Features brass finish wires and white milk glass center cylinder. Retails, \$25. Lightcraft of California, Los Angeles. Table-floor lamp, right, is 60" high, has three-way lighting. Table, with white Nevamar plastic top is 16" in diameter. Retails, \$59. Modeline Co., Los Angeles.

CERAMIC copy of Chinese temple jar, left, is white with brown accents. Shade of brown matchsticks with white chenille and gold Lurex. \$85. Wilshire House, Beverly Hills, Calif. Cork Lamp, right, in brown, white or charcoal, has brass band and ball trim. Shade is textured white cotton. \$63. Charles Co., Los Angeles.

New lamps from California

• ORIGINALITY, in material and design, is the key to the latest California lamps. Included in the new versions, which exploit unusual ideas, is a classic Chinese temple

jar base using modern decorator colorings; molded cork, shaped into a traditional elongated base, and ornamented with gleaming brass; a caged milk glass cylinder wall lamp; and a double unit floor lamp with plastic table top and polyplastic shades.

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HERE is a ready-made promotion—the biggest in the field—that can give you new volume—sales as big as you plan to make them! All you need to do is to gear your present operations to it.

Last year's Festival brought hundreds of thousands of Chicagoland homemakers into the market. In 22 days they bought 1,093 homes for over \$21,700,000. Buying action

set new sales records in furniture, home furnishings, appliance and other home goods.

Get set to cash in on the business to be generated by the 1955 Festival. There's nothing like it in the industry! Get in touch with a Tribune representative. Let him show you how to tie into this proved sales producer. Write, wire or phone now while the subject is fresh in your mind.

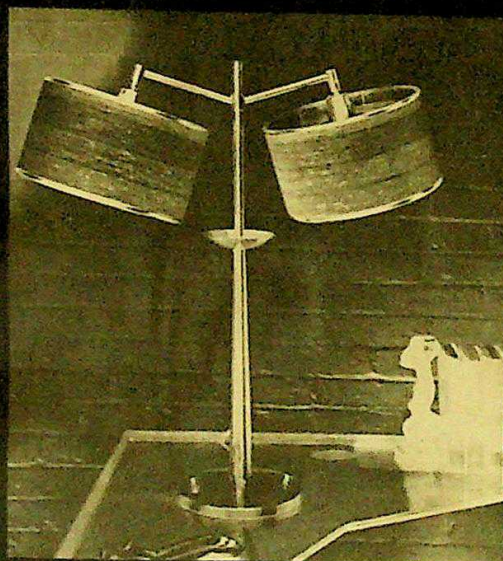
Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Table Lamps



Good tradition, a base copied from English antique, linen-on-moonskin shade. Brach-Allen.



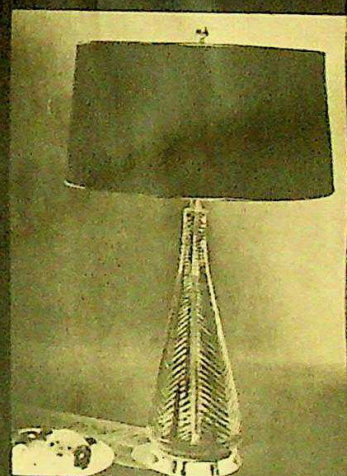
"Bobeche," a smart double lamp by Rembrandt, is of highly polished brass with laminated fibreglass shades. 26 in.



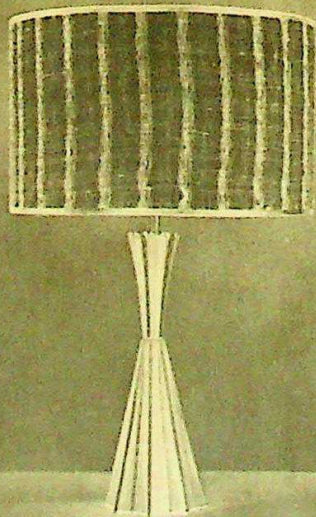
Frederick Cooper lamp in Empire style, fruitwood base, gold leaf striping. Shade, beige and brown matchstick.



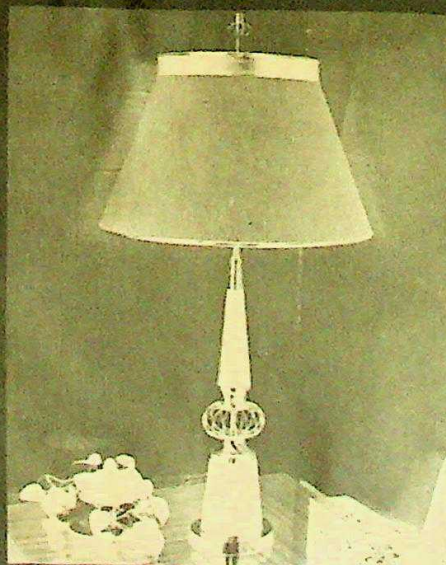
Venetian cherub copied from old wood carving; gold leaf shade. Cooper.



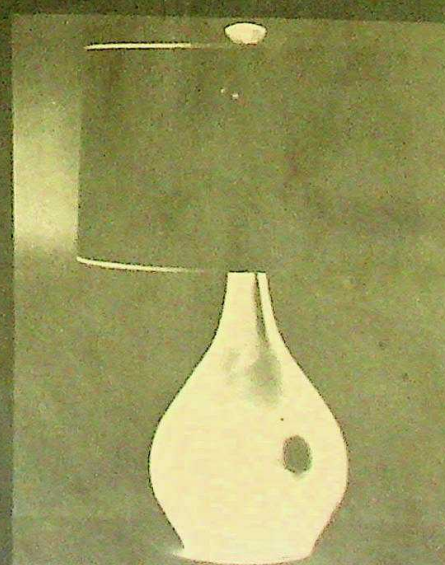
Crystal, gold and white motif. Solid brass stem. Faillie shade. Lightolier.



Brass and ceramic base, laminated shade, in a 3-way lighting model in Aladdin's new "Economy" line.



Tall (44 in.) model for use on low table. Brass and leather; crash on fiberglass shade. Rembrandt.



Chosen for Good Design exhibition, stoneware lamp by Marshall Studios. Hemp-fiber shade. 25 in.

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

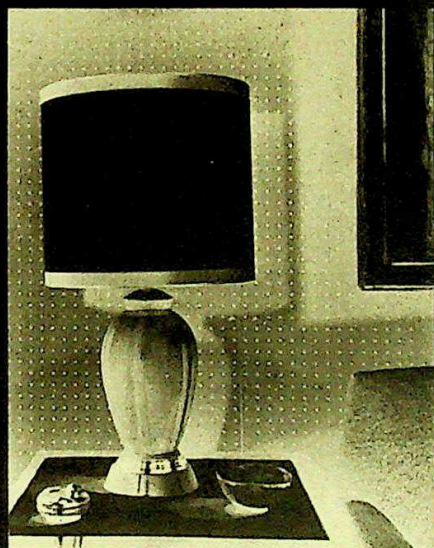
RETURN TO
DESIGN DIV.

Table lamps in assorted media

Interiors Oct. 1954



- 1 Abels Wasserman's china-based *Oblique* is delicately flecked in gold, topped with gold-lined parchment shade.
- 2 From the Crest Company's Studio group, turquoise, gray, and cream model is highlighted with metal trim.
- 3 Italian lacquer with wood-grain terra cotta, mounted on trapezoid, is shaded in imitation-effect plaster by Paul Hankin.
- 4 Tall, elegant oiler, from an extensive new line of Wei-nan, sets brass fleur-de-lis-trimmed shade on candlestick base. Mounting is hand etched-tinted.



- 5 French Provincial lamp with hand-carved fruitwood base and gold leaf trim was inspired by an old French commode; shade is handmade. From Frederick Cooper Studios.
- 6 Foretrends offers a metal-base group in a marvelous range of colors. Retail price on this model is \$16.50.
- 7 Tower Craftsmen, Inc. adapted the *Dwight* from an old Chinese candlestick. Brass column is foiled by fabric-backed parchment shade with metallic braid trim.
- 8 From a group of colored or clear Murano glass lamps and accessories imported from Italy by Camer Glass, Inc.

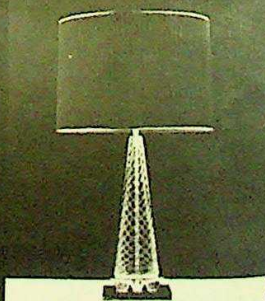
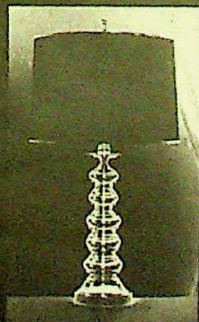
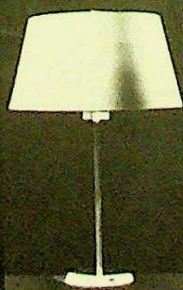
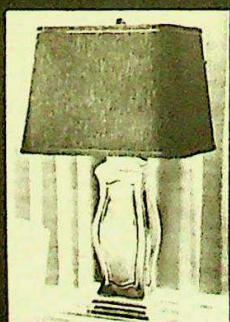
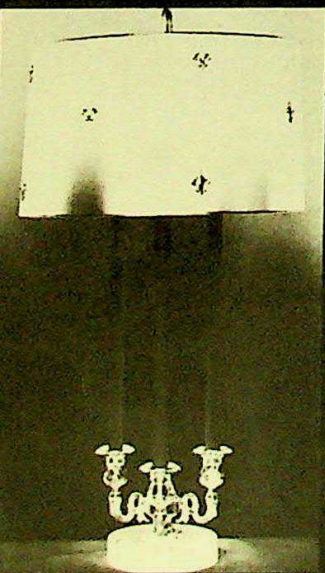
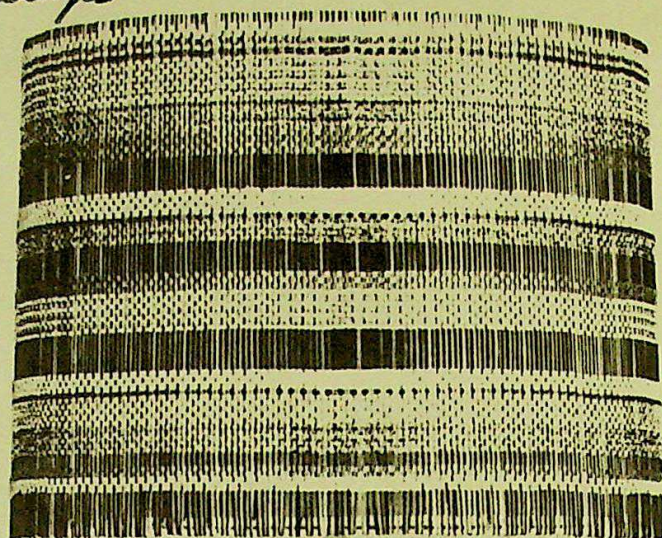


Table Lamps

A-2



Patent Off
MAY 25 1954
Edith B. Hall

write for
catalog "

Interiors May 1954 Page 65

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Table Lamps

A-2

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of Lee Bernay Assoc

- featuring the brilliant casual collection
- exciting new creations of Lamp-Craft Studios
- drama in cabinetry and wall décor
- and "irredescia" (surely the most unusual)

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Interiors - March 1954 - Page 52

Why Gamble? *Talke Lamp Box*

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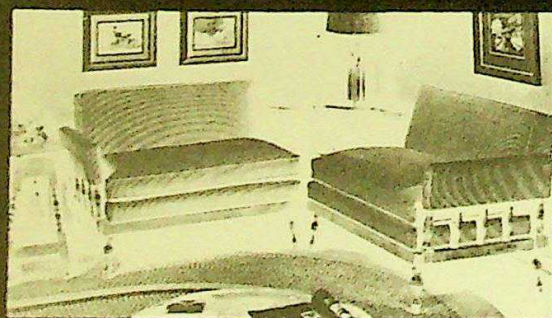
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"THE FURNITURE MERCHANTS' MAGAZINE"

Home Furnishings
Jan. 1954

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#H736

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"Lamp Craftsmen Since 1922"

The Society of Industrial Artists is planning to form a new group to be called the 'Product Design (Light Engineering) Group'. This, it is hoped, will satisfy the long-felt need for better representation of product designers in the SIA and at the same time attract a number of designers into the Society who are not yet members.

Exchanging ideas

Speaking at the recent annual prize-giving to students of the Hammersmith School of Building and Arts and Crafts, Gordon Russell, director of the COLD, emphasised the importance of exchanging ideas between different departments in the school. He went on to say that in this age of specialists there is much to be said for learning about things outside one's own job. Good design never comes to fruition without collaboration in many different spheres. Learning to use the tools of one's trade is equally important. Inspiration and intuition are not enough.

Cotton board exhibition

The third exhibition of fabric samples from France and the USA is on show at the Cotton Board Colour, Design and Style Centre until January 9.

Medical exhibition stand



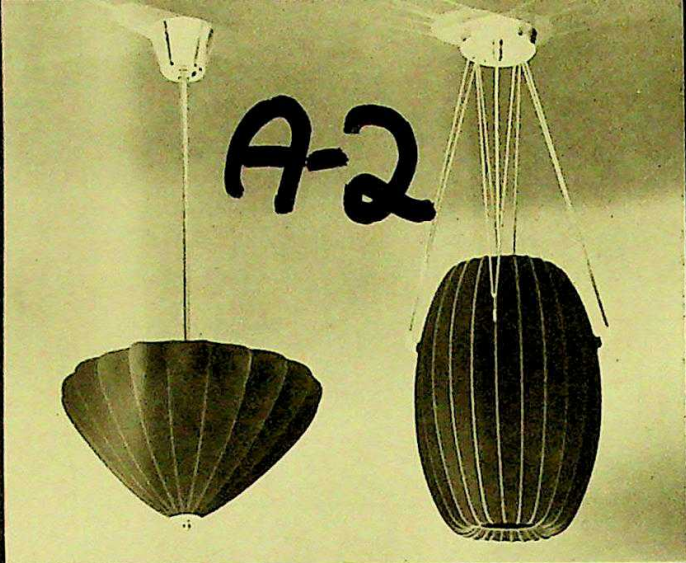
Guarea and birch hardwood slats in different widths are used extensively on this stand for the Pharmaceutical Laboratories Geigy Ltd at the recent London Medical Exhibition, New Horticultural Hall. The exhibits were displayed on small, brightly coloured, typeset panels. The designer, Ian Bradbery, has succeeded in incorporating the distorted lettering of the firm's trademark without spoiling the general effect. The contractor was G. & W. Waller Ltd.

Centre closed

THE HOUSE & GARDEN Decoration Centre at Grafton Street has now been closed.

RCA looks ahead

'The Royal College of Art: Looking Ahead' is the title of a lecture to be given by Robin Darwin, Principal of the Royal College of Art, to the Royal Society of Arts on January 20. Non-members wishing to attend should

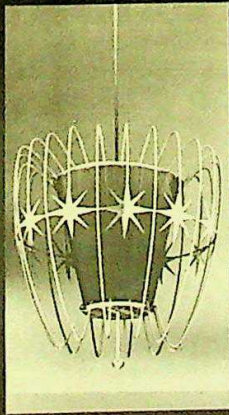
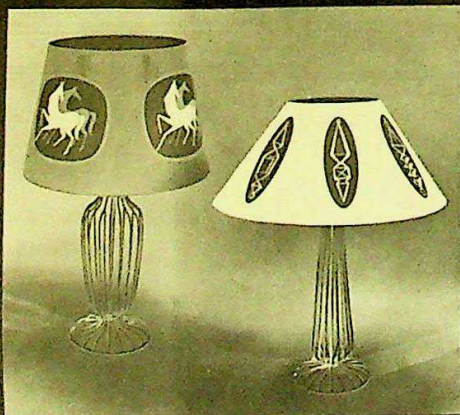


New light fittings

Shown here are examples from the new range of light fittings designed by Beverley Pick Associates and sold by the General Electric Co Ltd. The two pendants, above, make original contributions to the earlier range of CHRYSALINE fittings, in which the delight in using an untried material appeared to dominate the designs. In the new designs the double curvature, made possible by the shrinkage of the plastic after it has been sprayed onto the wire frame, is used with more discrimination. The translucent plastic is of light weight and can be washed clean when necessary.

The table models, below, and the pendant fitting, below right, are more orthodox, and yet equally creative within narrower limits. The shades are of thin card with silk screen decoration in strong colours. The stands, of bent wire, stove enamelled, have their own decorative qualities which might be enhanced if more subtle shapes were used. The pendant fitting of thin card with metal stars attached to a wire grille could hardly be improved.

Beverley Pick Associates have now been appointed by the GEC as consultants to the company's lighting division. They are to produce a new range of contemporary light fittings and advise on matters concerning design and development.



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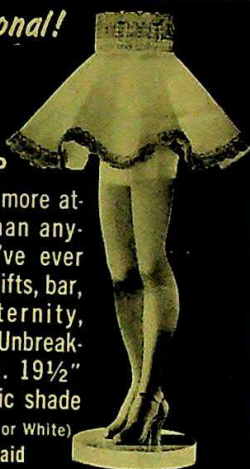
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Santa Fe Bldg.
Dallas 2

tasteful collection it is. While the major portion of the line is devoted to pretty, contemporary interpretations of countryside vistas and Early Americana, there is also an important group of background papers based on structural elements. One of these is Painted Wood, an interpretation of painted pecky cypress, with sharp side lighting showing the knots, rough grain and board divisions. Others in the group include a piled stone Garden Wall and the Brick Wall pattern we reproduce on preceding page. Several softly colored textural effects round out this collection, where the color emphasis is on warm tones of browns, greens and golds, with peacock for bright contrast.

Now it's SuperSanitas

Fifty-year-old Sanitas is now SuperSanitas, and the new superlative in the name is the result of some significant improvements in this fabric wall covering. Latex coatings have replaced the five layers of paint formerly used by the firm, and the final protective coating is a clear plastic that, the firm says, guarantees washability. All this is accompanied by offering two-thirds of the line in surface printing, providing up to twelve colors to a pattern. The rest of the line is comprised of gravure prints. Furthermore, thanks to an electronic color controller, the firm believes that it has arrived at absolute control in color formulation. A typical example of what they're up to, design-wise, is the Rice Straws pattern on the preceding page. SuperSanitas is turned out by Standard Coated Products, Incorporated, in New York at 67 West 44th Street.

Katzenbach & Warren's facility

To write that the newly introduced wallpapers by Katzenbach and Warren, Inc. are exciting, significant and handsome is really saying nothing new to anyone who has eased their 575 Madison Avenue showrooms in New York, so it's only reluctantly that we offer up these adjectives again in praise of their new line. This collection includes both an important selection of 18th Century documents grouped in an American Traditions collection, and a batch of refreshing contemporary designs. In the former category are four documents from the Cooper Union Museum, two of them English, and two French. Another French document is the Garde Nationale reproduced on the preceding page, with national guards of various European nations parading with playing card flags. Other new American Traditions patterns include a group of hat box papers; and two 18th Century border papers, with 12 antique textured papers for use with them. As is the case with most of the patterned papers in this collection, these are made with an antique finish to resemble the texture of the 18th Century papers. Contemporary designs reflect world-wide inspiration. There's Lanterns, a drawing of Oriental paper lanterns hung on bamboo poles. Old Shop Signs is an allover presentation of old London shop and inn signs. Large apothecary jars filled with strange bonbons are depicted for Candy Jar, Venice, the Orient. Early America, as well as more universal flowers and trees are also handsomely represented.

Colorful move

Dorothy Liebes has shuttled her far-flung weaving and styling operations to the Decorative Arts Center at 305 East 63rd Street, New York 21, and the event was properly heralded with a party in her new design and production studio. A party isn't required, however, to make Liebes' lavish new quarters festive. All her weaving accoutrements

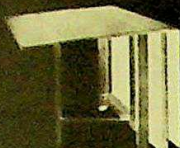
1111

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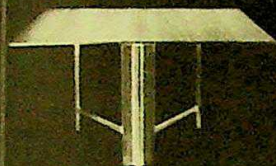
FOLDS TO 35" x 11"



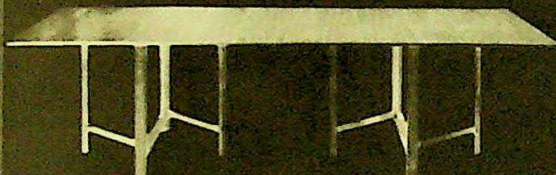
OPENS TO SEAT TWO OR THREE



OPENS TO SEAT SIX



OPENS TO SEAT TWELVE-110"



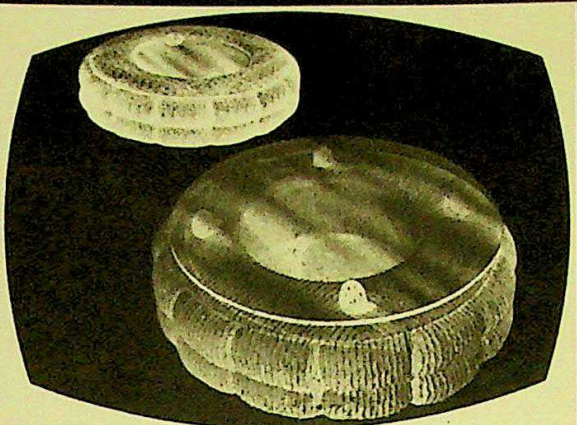
FOLDING TABLE

DESIGNED BY BRUNO MATHSSON

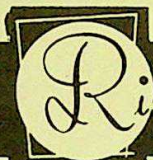
BIRCH	\$185
OAK OR ELM	\$195
TEAK	\$225

BONNIERS

605 MADISON AVE., N. Y. 22



Upholstered "Do-nut"... COCKTAIL TABLE
AND COCKTAIL TABLE-SEAT... both from the
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in your choice of fabrics. We welcome your inquiries
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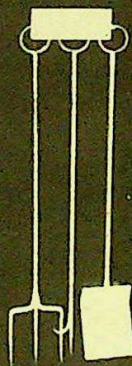


#3822 White
warriors on
grey matte
ground. Grey
white wood base.
32 1/2" high.

19" handsome
white shantung
shade with
silver tinsel
trim. Retail
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CREATION

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Quality in Wrought Iron...

The simplicity of these andirons and tools accentuates the fine quality of the workmanship; the tapered dimensions and chamfered edges, are the result of skilled craftsmen working on the finest Swedish iron. They prove that in iron, as well as in fabrics, there is a place in the contemporary scheme for the finest.

Edwin Jackson

Fireplace specialists for four generations

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A-2

Table Lamps



13 14



16



15

The four examples 13, 14, 15 and 16 show the main developments in floor, table and wall lamps. The pendulum fitting, 14, is constructed to pivot on the table edge with the weight in the base balancing the shade. 16 is an adjustable wall fitting with the flex free to move within the brass tube.

framed to enable him to keep abreast of technical and commercial developments within the firm, while as an architect in private practice he could bring a fresh approach to lighting fitting design and remain in close touch with the problems of the architect. Roland, the third son, also entered the firm and is destined to manage the sales side when his training is complete.

Problems of fluorescent lamps

The design of fluorescent fittings was the first major post-war problem, at a time when 'tin-basings' were the most common solution. The Merchant

Adventurers offered some typically individual solutions. Although they are no longer in the catalogue, the first fluorescent fitting designs demonstrate once again the simple and economical approach to the use of materials and their assembly. These solutions arose partly from lack of metal, but it is interesting, in the light of the early application of the combined clear and sandblasted glass disc for incandescent fittings, to see the solution applied, in its different context, to the fluorescent fitting.

The current range is a little more orthodox in appearance, although most models are far ahead of the general run of fluorescent fitting design, 18, 19 and 20. The main features in their design are restraint, subtlety and unobtrusiveness, qualities which

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DESIGN DIV.

RETURN TO
DESIGN DIV.

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DESIGN DIV.

Table Lamp Box



CLOSE YOUR SALE in record time by calling into play as many of your customer's senses as possible. Invite her to feel finish.

How to boost your sales

Your basic guide to more and bigger furniture, curtain, drapery, upholstery fabric, hassock, mirror, picture, slip covers, awning, rug and carpet sales. Your cue to more and bigger bonuses, commissions and salary increases.

By **MERCY DOBELL**
Sales Training Director HOME FURNISHINGS

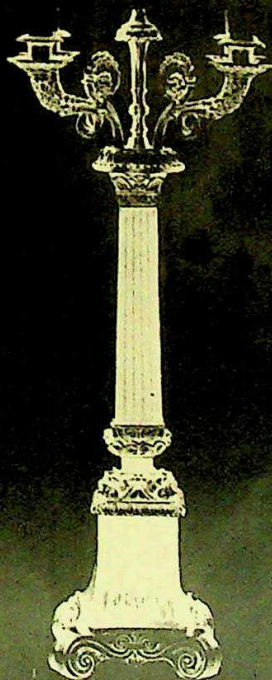
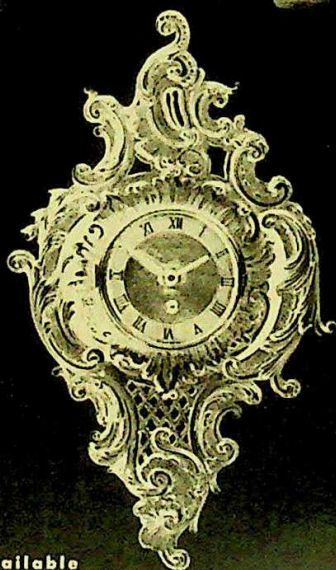
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★ DURIZED LAMPS

LAMPS

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1263 Merchandise Mart, Chicago, Ill., 1355 Market Street, San Francisco, Calif., 16 Third Street, N.E., Atlanta, Ga.

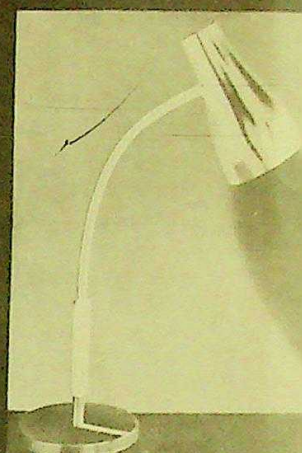
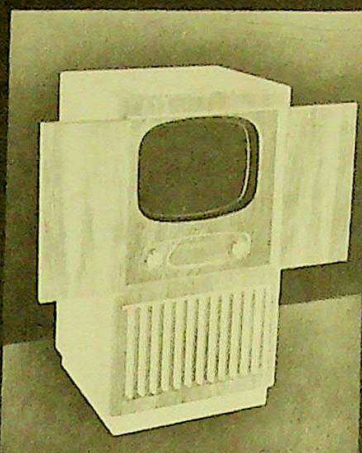
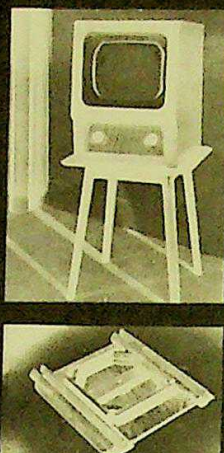
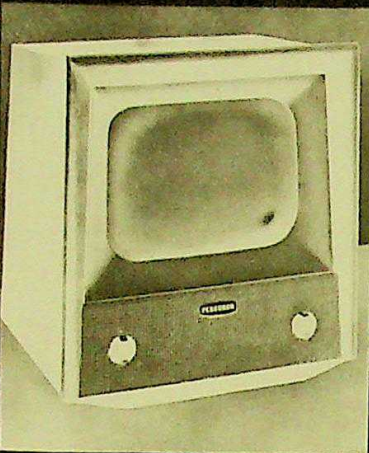
June 1953

The recessed front is like a proscenium arch and the pale colour lessens brightness-contrast. Maker: Thorn Electrical Industries Ltd.

Television or coffee table with revolving top. Designer: Commander D. N. W. Joel. Maker: David Joel Ltd.

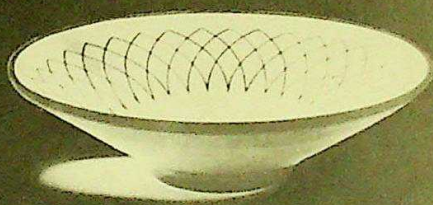
Chassis and cabinet combine to make a ROLLS-ROYCE job. Designers: G. J. Collins (cabinet), R. A. Dale (chassis). Maker: Dynatron Radio Ltd.

Switch inside top of reflector, flexible arm, waxed beech hand-grip, takes 100 W lamp. Designer: Rudolf Hollmann. Maker: Oswald Hollmann.

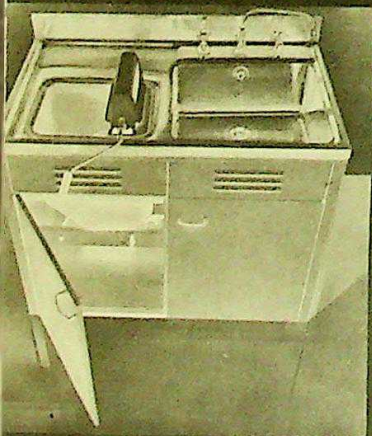


REVIEW OF CURRENT DESIGN

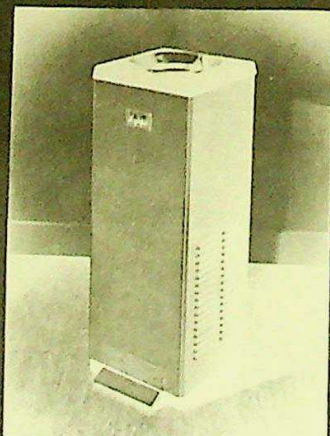
This feature offers a selection of goods up to the standard acceptable for 'Design Review', the photographic index of current British products that is open for inspection at the London headquarters of the CoID. Manufacturers in a wide range of durable consumer goods are invited to submit their new products for inclusion in 'Design Review'. Enquiries should be addressed to Mark Hartland Thomas, Chief Industrial Officer, Council of Industrial Design.



Earthenware bowl, hand made, with incised decoration. Designer: William Barnes. Maker: Pilkington's Tiles Ltd.



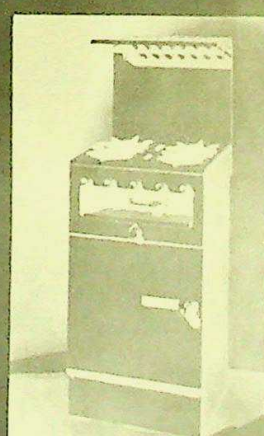
Sink with HOOVER washing machine occupies 42 inches square. Wringer folds into tub, covered by drainer. Maker: Ezee Kitchens Ltd.



Drinking water cooler and fountain. Maker: The Lightfoot Refrigeration Co Ltd.



Continuous-burning grate. The low height, 7 inches, chiefly accounts for its excellent appearance. Maker: Sidney Flavel & Co Ltd.



Enamelled steel panels totally enclose this VICTOR 71/16 gas cooker. The taps are of the push-in type for safe operation. Maker: General Gas Appliances.

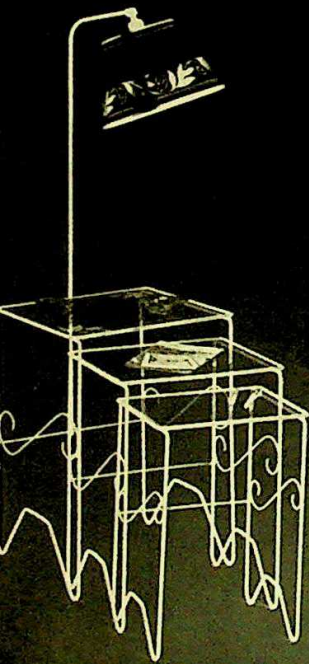
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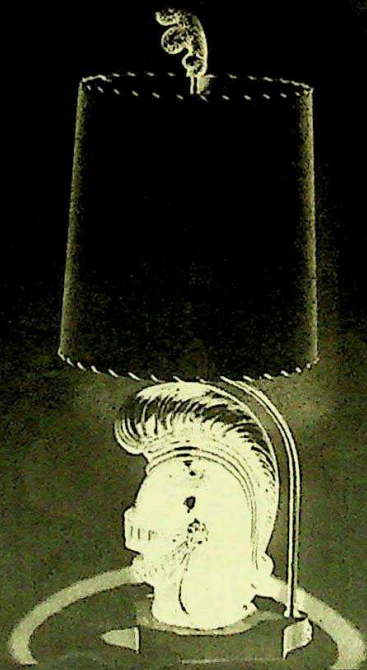
LAMPS TURN TO *Light*

By MARY BRYANT

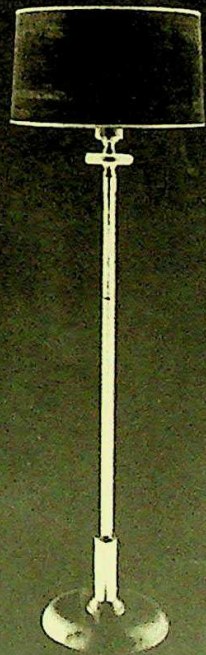
*Decoration Secondary
to Function in 1953 Lines*



st of tables with lamp by Verplex.



Haeger "Roman Helmet" model.



Brass floor lamp by Art Lamp.

Furniture Age - April 1953

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Haeger ceramic

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Outside Fun

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wrought iron

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We've got a smash hit for you! Smart trade-paper writers, sensing a trend, pictured and "puffed" this combination in show issues. Smart buyers during the shows set the trend in motion. And now orders—orders—orders—prove the writers and buyers were right. Don't you miss the double sales impact of Haeger's ceramic and wrought iron combinations. Lamps and snack-ash-stands can be shipped together. Better place your order now!

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6098 platinum grey/decorated, green ag., chart./honey, cotton white—Retail 15.50

6127 green agate, chartreuse/honey, ebony mist—Retail 17.50

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LAMPSStudio
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DESIGN DIV.

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CHICAGO—(Pottery), 15-100 Merchandise Mart—(Lamps), 12-100 Merchandise Mart
 PORTLAND—J. C. Simmons, Rm. 100 Merchandise Mart, 821 N. W. Flanders
 NEW YORK—Harry L. Kramer, 225 Fifth Avenue—The Haeger Potteries, Inc., 225 Fifth Avenue
 LOS ANGELES—The Haeger Potteries, Inc., Brack Shops, Room 303

MINNEAPOLIS—Cecil Taylor, 504 Merchandise Bldg.
 DALLAS—Drinkall-Higgenbotham Co., 335 Second Unit, Santa Fe Building
 TORONTO—Brooks Lamp & Shade, Ltd., 44-50 Lombard St.

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taste. 30 magnificent

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Fine Art lamps retail from 11.95 to 39.95

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famous CRADDOCK quality
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No. 20 Table has Self-Storing
Extension Leaf—
folds under top, opens like
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Top closed 27" x 38".
Drop leaves up, 58 1/2".
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\$18 and \$24.



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SHOWROOM: 715 AM. FURN. MART, CHICAGO

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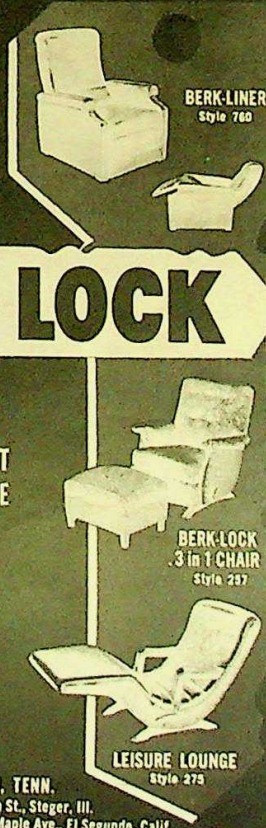
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"Charleton."

For those whose taste and requirements never permit the consideration of "second best".

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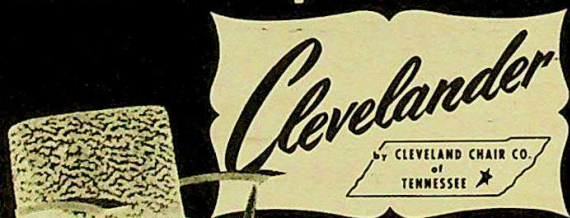
23 EAST 26TH STREET, NEW YORK 10, N. Y.

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NEW! A Superb Value!



Style 108

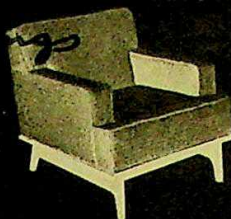
Rubberized
Hair Filled
Promotionally
Priced!!

Never before has there been such a terrific value! Seat and back are filled with Paratex rubberized curled hair—the product that actually breathes in use. Superbly styled (by the famous designer, Ray Carlson) this new model is the last word in comfort—yet it's priced to retail at less than \$30! Seeing is believing—see it today!

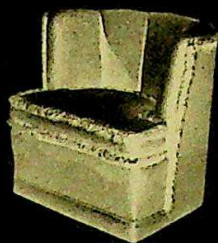
DISPLAYS Chicago, Space 1047, 666 Lake Shore Dr., Delaware 7-4317; New York, Space 408, 206 Lexington Ave., Murray Hill 3-9334; High Point, 6th Fl., Southern Furniture Exposition Bldg., Chattanooga, 2001 Elmendorf.

SINCE 1915
CLEVELAND CHAIR CO.
CLEVELAND, TENN.

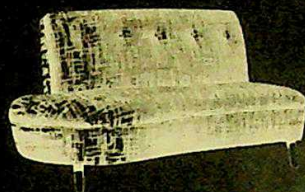
ONE OF AMERICA'S LARGEST AND
MOST MODERN CHAIR FACTORIES



Aircraft Furniture Mfg. Co., Inc., Atlanta, Ga.



Avoca Furniture Mfg. Co., Chicago, Ill.



Artistic Furniture Co., Detroit, Mich.

today's finest
furniture
moves out
of the store...
into the
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cushioned with

U.S. Koylon
FOAM
Cushioning



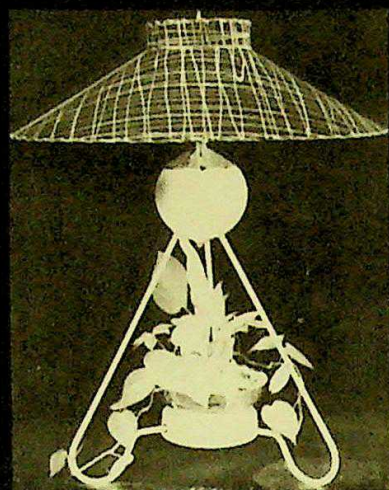
Madewell Chair Co., Sheboygan, Wisc.



UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER • NEW YORK

Black Magic!

Soft black accents on gleaming solid brass—magical combination for stepped-up sales in smart room accessories. Illustrated: some of the numbers from the new French Noir group by Koppoware.



No. 1519

Planter Lamp.
Solid brass
planter bowl,
diameter 8".
Overall
height,
31". Width,
16½".
leg-to-leg.
3-way switch.

\$12.50

wholesale

No. 1523

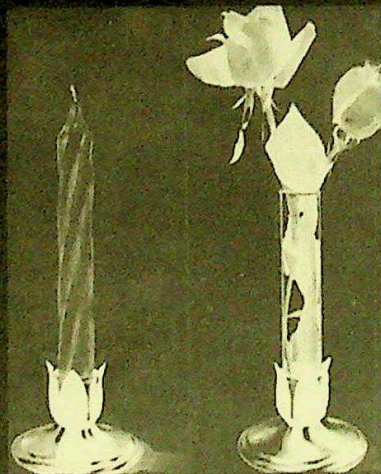
**Candle
Holder.**

\$18 doz. pair,
packed 6 pair
to carton.

No. 1524

Bud Vase.

\$12 per doz.
Packed 6
vases to
carton.



Write for information
on the complete line.

KOPPOWARE

PRODUCTS MFG. CO.

2029 W. North Ave., Chicago 47, Ill., Ph: EVerglade 4-4722

Christmas card?"—let us add that it is a decorated missive invented by one Horatio Wagstaff in 1852 to send to his friends. Since then it has become increasingly popular, until today "Christmas Cards" are quite "the rage.")

To say that The Port of Call has the nicest cards you can find anywhere sounds like boasting, but if, after looking them over, you don't agree, we'll give you a card FREE (provided it's a 5c card and you are not a minor!) 'Twould take too long to list all the manufacturers represented in our stock; it's quicker to say we do NOT carry the Habershroth, Tweedle, or Wogglebug lines.

Tarnation Coaxy

Later in our tour we shall reach the recess containing the sample books of personalized cards. It's called "Album Alcove." A quiet spot—out of the hurly-burly—we might claim that "George Washington Slept Here," except that he didn't. He expressly states "I didn't sleep a wink in Album Alcove. Those picture books are too tarnation coaxy."

Never before have so many customers found our personal cards "tarnation coaxy."

We always took a perverse pleasure in that copy, because it caused some of our competitors to raise a pitying eyebrow. But it also attracted customers from outside our usual orbit, curious to discover "what that was all about."

A few further points worth consideration. Don't indiscriminately use cuts showing individual cards. Translated to black and white, and served on newsprint, some of the loveliest cards are enough to make the public "view with alarm."

Don't proclaim numerically what a vast number of cards you have to offer. We know of one store which stated proudly — and undoubtedly accurately — some astronomical figure it displayed. Unfortunately a brief calculation could reveal that if a prospect devoted five seconds to each card, it would take almost three hours to cover them all!

Don't, in your advertising, hint that you've well-nigh broken your neck all through the spring and summer, tracking down new and unusual cards from many companies — unless you have. People know. *How* they know! There are very few things folks are canner about than greeting cards. If you've loafed on your job of personal investigation, examination, and selection, and yet claim the contrary, the public may not say anything to you. But they will discount heavily any advertising claims you make about other articles you sell.

Many people like to have any parade of words and sentences such as this end with a neatly wrapped-up Moral. Fair enough. Accordingly:

MORAL:—If this rambling chronicle of experience and advice contains any moral about greeting card advertising, it would be this: vary it, inasmuch as cards themselves vary; but don't fail to keep it interesting.—Which moral we herewith present to you — gift-wrapped, of course!

PARIS CALLING

(from page 49)

It is caught and adapted by a great number of small manufacturers, who, each in their sphere, express it differently, so that the trend is translated in so many different ways that it is at the same time new and different. The price is higher, but the variety is wider, for the same class of articles here than in the States, where production has to be big and quick to justify the important capital invested.

Many Americans would be amazed to see how most of the new gift and decorative accessories are produced over here. Century-old tools installed in premises dating back to the 17th century turn out the newest and most desirable things. One often wonders how there can still be creation in fields which seem to have been thoroughly investigated and ploughed for

(to page 86)

THE GIFT AND ART BUYER for March, 1953

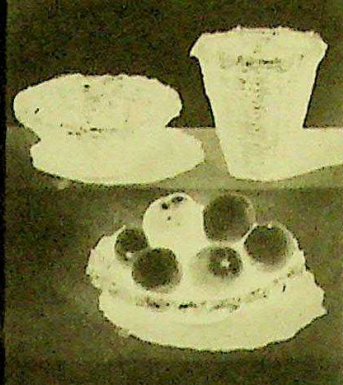
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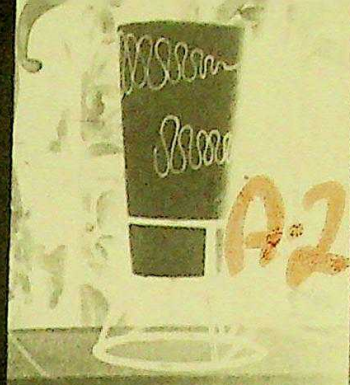
Table



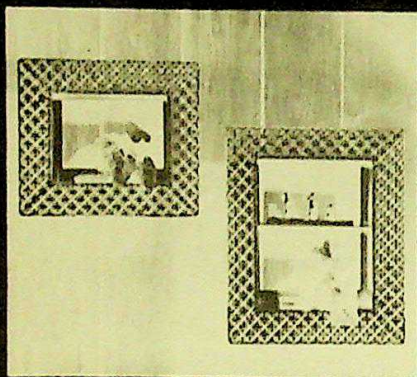
Porcelain bowl, with figurine and roses, is gold trimmed, with scroll design; retails for \$30. From Heirlooms of Tomorrow; shown by Eva Ekdall, 527 W. 7, L.A.



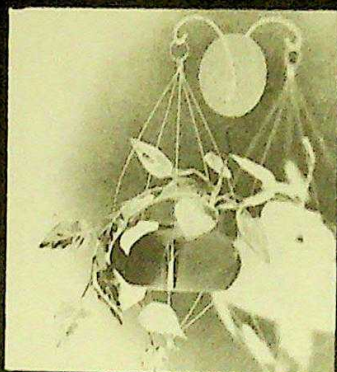
Handwoven ceramics, come in many colors; flare basket is 10 1/2" in diam.; vase is 8" high, fruit bowl, 12" in diam., \$7.50 ea. MacFarlane Sales Co., L.A.



Licorice TV lamp, with black design on white porcelain base, sells for \$10. Newell Studios, 6707 West Blvd., Inglewood, Calif.



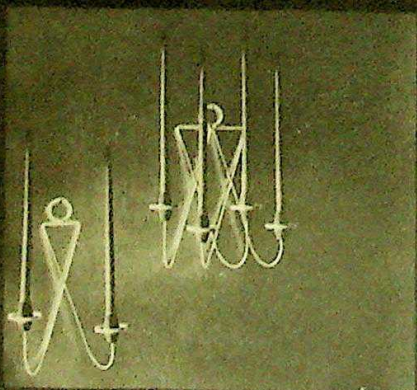
Deco wall frames come in filigreed brass or silver; 14" x 12" frame (left) in brass, \$5.95; in silver, \$7.95. 14" x 17" frame, \$7.95 or \$9.95. Sierra Columbia, Pasadena.



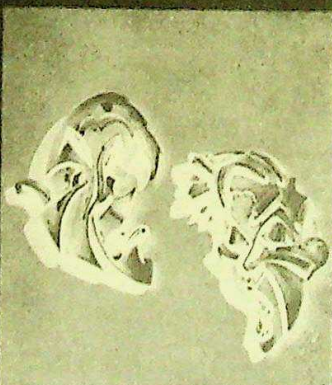
Teardrop planter with ceramic bowl in many colors enclosed in black wire frame, is 20" overall, \$3.95. Charles Kalen, Penthouse, Brack Shops, L.A.



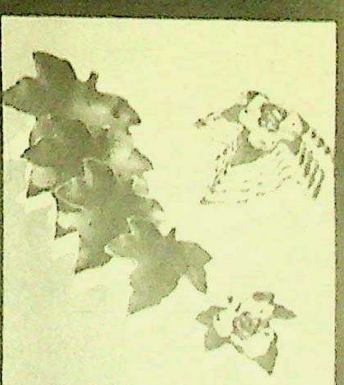
Unusual 3-dimensional ceramic wall hanging, mounted on screen, sell for \$30. Designed by Tony Hill; from 3121 W. Jefferson Blvd., L.A.



Wrought iron wall sconces with natural wood cups come in two-candle style for \$5.50; 4-candle for \$8.95. From Pacifica-1953 collection; Robert Greer, 527 W. 7th, L.A.

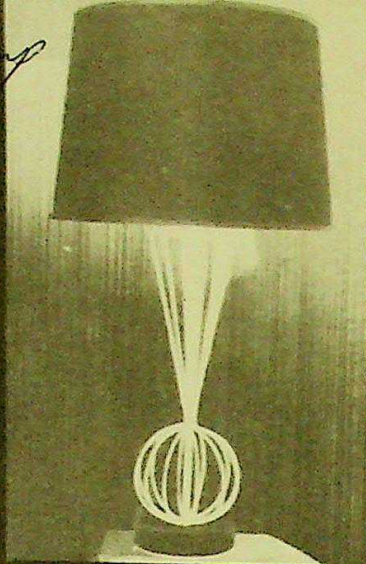


Green ceramic wall pocket planters depict husband-wife breakfast banter, \$5 ea. Centinela line by Decora Ceramics, 136 N. Ash Ave., Inglewood, Calif.



Porcelain ashtray set comes in white, pink, sage, with gold edge, \$4.95. Large leaf is 4" in diam. Robert S. Barkell Co., 527 W. 7, L.A.

*Table Lamp
Box*

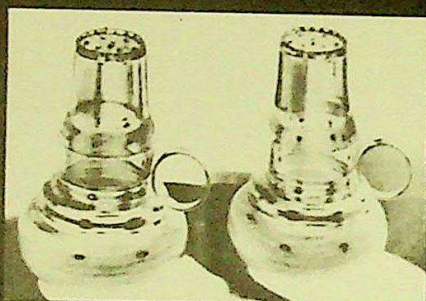


ABOVE:

TV LAMP in shape of sky-flower leaf of Hawaii in crackle gold, crackle silver, or island green. Comes \$4.50 wholesale. Hazel Hutchins, Costa Mesa, Calif.

RIGHT, TOP TO BOTTOM:

LAMP has black baked lacquer wrought iron shaft with wood base. Shade is lacquered steel mesh screen. Retail price \$29.95. Jimmy Smith, Brack Shops, Los Angeles.

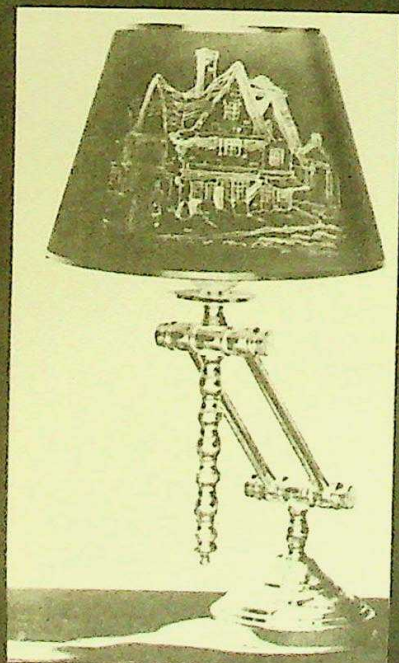


HURRICANE Lamp is 21 inches high including wrought iron base. Black or white, \$7.50 wholesale. Frescobert & Co., from Waterman-White, 225 Fifth Ave., New York.

BRASS PIANO lamp has pendulum arm which adjusts to any position on either side of the base. Hand-painted shades in assortment of 4 decorations are 8 inches in width; overall height when lamp is upright is 17 1/2 inches. \$6.75 wholesale. Matthew Paskow Co., 682-684 Jamaica Ave., Brooklyn, N. Y.

BELOW:

CERAMIC lamp, named "the Rockwood" is 31 inches high. Colors include crackled gold, bright yellow blending into a rich brown, buff and grey in a satin finish, lime green. Fabric and parchment shade complements each finish. Tower Craftsmen, Red Bank, N. J.



Don't Look Now, But Your Foyer Is Showing!

"LAMPS FOR EVERY ROOM IN THE HOUSE"

CONSUMER PROGRAM LAUNCHED BY LAMP & SHADE INSTITUTE

"LAMPS for Every Room of the House," a consumer educational program designed to explain and illustrate the use of portable lamps in different areas of the home, has been launched by The Lamp and Shade Institute of America.

The object of the entire program is to increase the market for all types of lamps by calling attention to those areas of the home where, the Lamps and Shade Institute feels, portable lighting is commonly neglected. Proceeding from room to room, the series will show both modern and traditional treatments and will explain the placement and selection of lamps for various lighting needs and decorative effects.

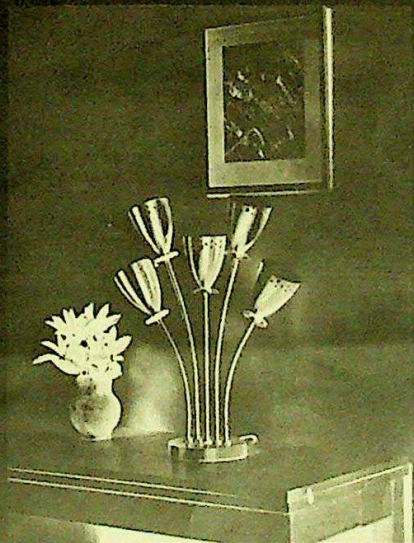
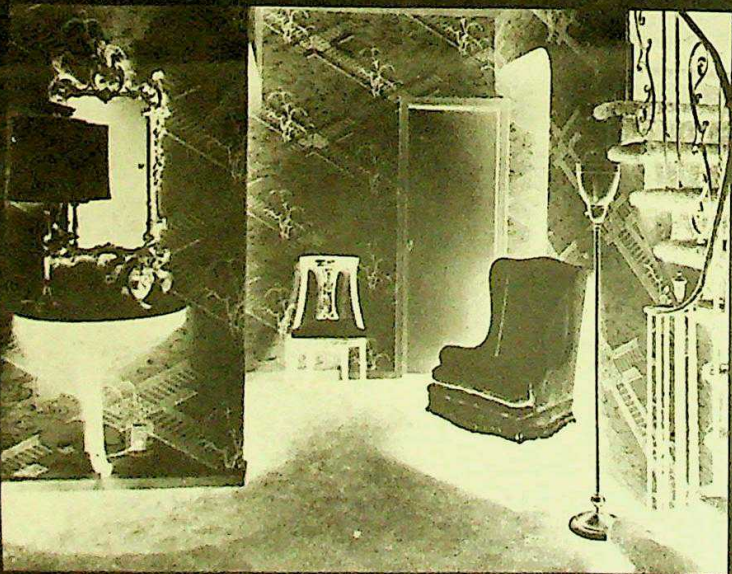
Lamps for the Foyer

Opening theme of the series is "Lamps for the Foyer" with decorating advice from Ruth L. Strauss, noted New York interior decorator and member of the American Institute of Decorators. This educational material has been issued to 500 daily papers across the country, with accompanying photographs showing traditional and a modern foyer settings using lamps.

"Don't look now, but your foyer is showing!" is the opening sentence of the article, which continues, "This area is commonly overlooked in planning decorative schemes."

The article goes on: "No matter how small, the foyer should convey a warm, welcome feeling. Too often, however, it is a drab, blank spot in what might otherwise be a cheerful decor. All that may be needed to dis-

(Continued on page 69)



Above—Contemporary "television" lamp is used to dramatize a simple modern foyer setting. Five lights, sunk into the streamlined floral spray, illuminate the abstract painting on the wall.

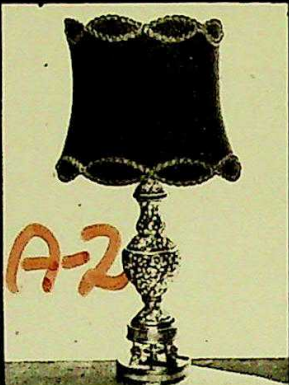
The soft glow of two slender lamps creates a warm, inviting atmosphere in this entrance hall decorated by Ruth L. Strauss in traditional styling. Ample lighting, combined with a three-dimensional wallpaper pattern, achieve an illusion of spaciousness.

over the light.

Sophisticated styling distinguishes new space-saving pin-up lamps, which have also joined the black-and-white movement. An attractive hanging lantern, with a white fibreglas shade, is half-enclosed by a semi-circular, black wire cage. There are versatile pin-ups with double shades that rotate on swivels and others that swing from the wall in a wide arc to cast light wherever it is needed.



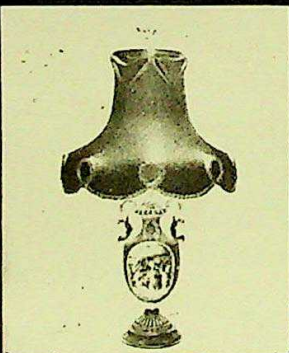
Crest Co., Chicago. China, ivory background, dark brown figures. Eggshell and gold metallic weave shade. Approx. ret., \$125.



L. Rosenfeld & Co., New York. Hand-made Italian filigree, green-and-gold background. Shantung shade. Approx. ret., \$39.95.



Acme Mastercraft Co., New York. Imported figurine, metal mounting, bead and cloisonne trim. Swirl shade. Approx. ret., \$50.



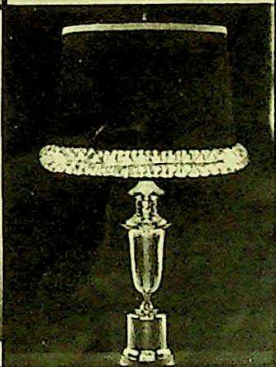
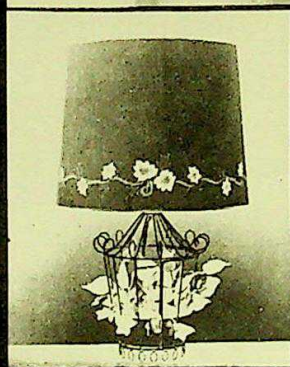
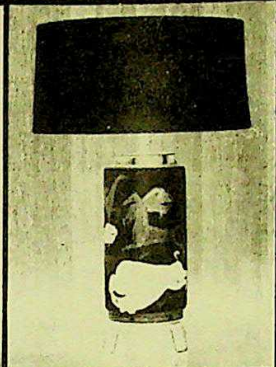
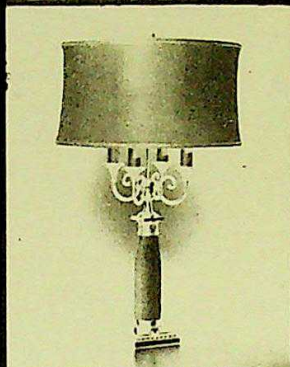
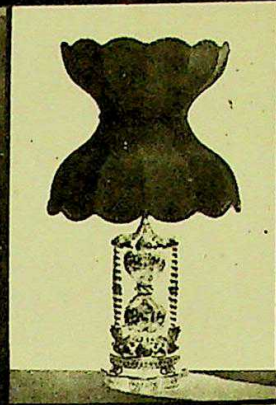
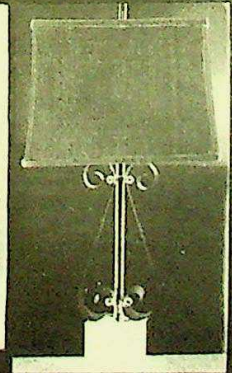
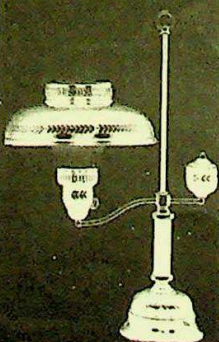
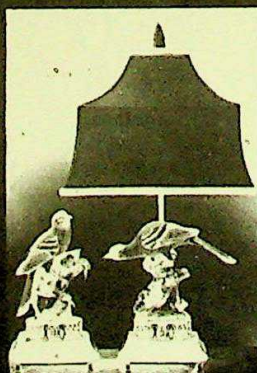
Ardalt, Inc., New York. Hand decorated bisque with attached figurines. Hand-tailored shade.

Left to right: Cordey China Co., Philadelphia. Yellow Warbler, rose sprays. Filigree and black mounting. Tissue faille shade.

Keystone Lamp Mfg. Corp., New York. Maroon, green or ivory tole. Metal shade. Frosted chimney.

Arton Studios, Philadelphia. Black ceramic background, chartreuse leaves, white grapes. Green shirred plastic shade.

Fashion Lamp Co., Chicago. Polished brass, black mounting. Almond green silk shantung shade.



Nelson Bead Co., New York. Hand decorated Bohemian overlay, 24K gold finished. Silk mattalasse shade.

H. A. Framburg & Co., Chicago. Light beige onyx column, gold finish. Eggshell pebblecloth shade.

Luminart Lampshade Prod., New York. Bird cage planter. Coolie or drum shade. Approx. ret., \$12.95.

Benrose Lamp Co., New York. Italian china double step base. Custom shade. Approx. ret., \$100.

Carrol Creations, Chester, Penna. Hand made Italian pottery, "Horses and Bison", on wrought iron. Laminated shade.

Phillip J. Greenspan Inc., New York. Brass, polished and lacquered. Tan linen parchment shade. 3-way light.

Table Lamps A-2



1946

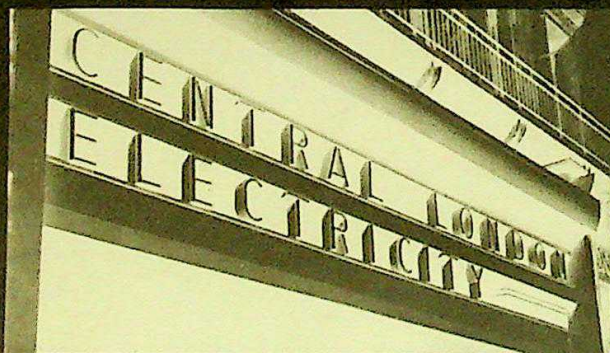
The modern desk light, too, has become less rigid, more fanciful, with more interest in contrast and texture. Left to right: A. B. Read for Troughton & Young Ltd; Paul Boissevain for Merchant Adventurers Ltd; A. B. Read for Troughton & Young Ltd.



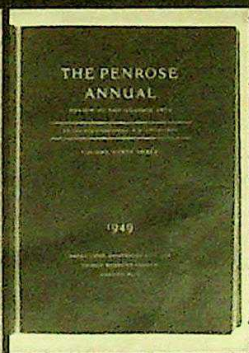
1949



1950



1938

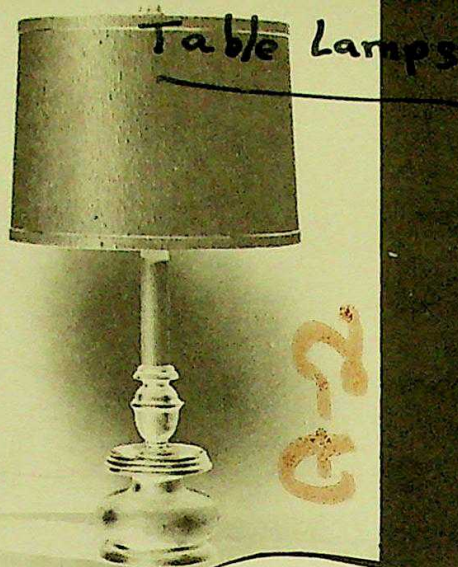


1949

Two title pages for Penrose Annual. Left, as designed by Jan Tschichold for the 1938 volume, right, a specimen by the same designer commissioned by Penrose Annual to illustrate his 1949 manner.

Left above: Plain pre-war fascia lettering by E. Maxwell Fry, designed for neon lighting; below, decorated letters used on the South Bank by R. Y. Goodden, R. D. Russell and R. Guyatt, designers of the pavilion.

Aug. 1952



Known for a
Quarter of a
Century as a
Source for
Distinctive
Styling by
Leading Dealers
and
Interior
Decorators

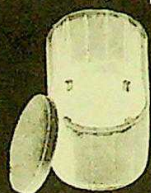
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Curtis Products, Inc., Ashburnham 1, Mass.

Jul 1952

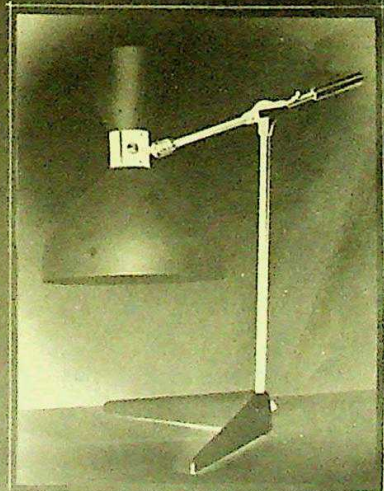
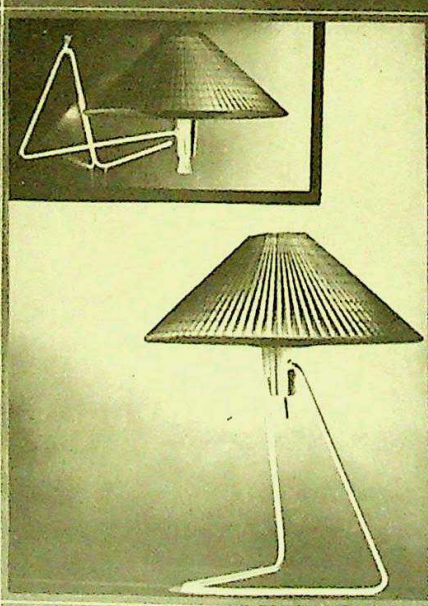
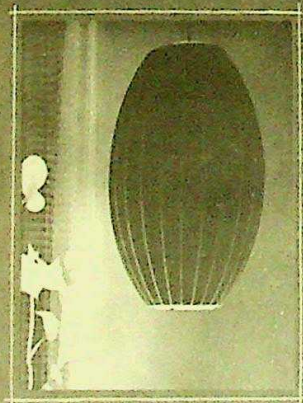
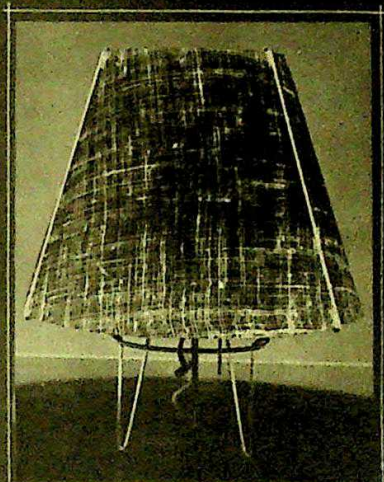
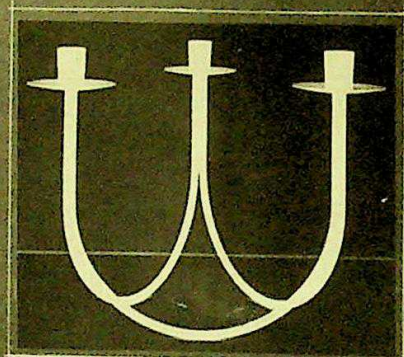
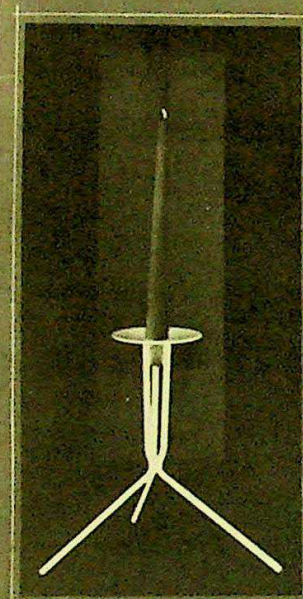
Winning Lamps Chosen for Good Design Exhibition

SIX lamps were added to the Good Design Exhibition for its June 19th opening at the Merchandise Mart in Chicago, which included 220 new items of home-furnishings. They were chosen by the selection committee of the Museum of Modern Art New York, which is headed by Edgar Kaufmann, Jr., director of Good Design. The new items were added to the ones selected in January and installed in the setting designed at the beginning of the year by Paul Rudolph. This is the eighth Good Design exhibition sponsored jointly by the Museum of Modern Art and the Merchandise Mart.

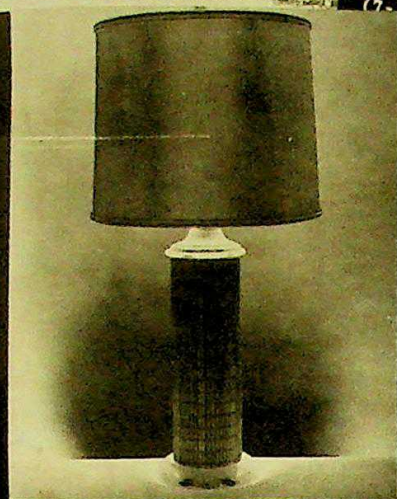
One of the lamps added to the show is a white oblong

wire-frame table lamp with white and scarlet lastex strips snapped over it. It was designed by George Nelson. A lamp designed by Paul Mayen has a structure of brass wire with a shade of hemp embedded in plastic. Lightolier has a new version of the pin-up-lamp that can also be used as a table lamp, with white shade and white metal frame. Olga Lee has designed an adjustable desk or table lamp with an extra socket built in for low wattage indirect lighting. It is stated that Miss Lee's design was particularly admired by the selection committee for the remarkable consistency of its details.

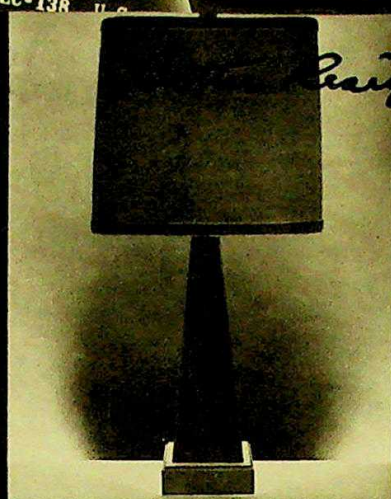
A-2



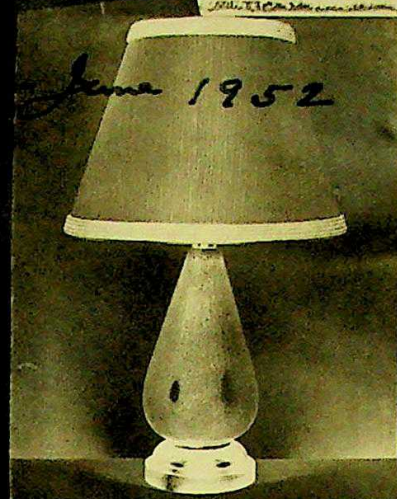
Top row; left and center by The Gallery Santa Rosa; right by Paul Mayen. Bottom row; left by Howard Miller; center by Lightolier; right by Ralph O. Smith.



Paul Hanson table lamp. Base is of natural wood slats. Shade is available in all stock colors. 30" high, sells for \$27.50.



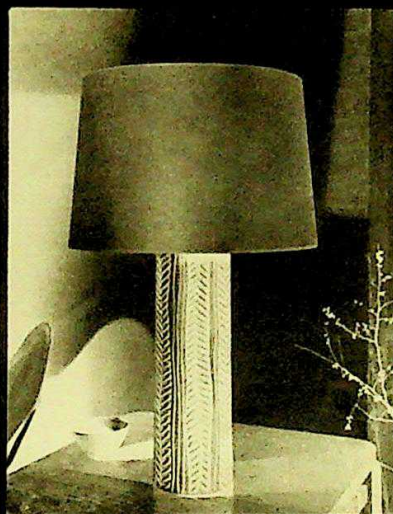
Another Paul Hanson table lamp. Base is of yellow double glaze China; impregnated burlap shade in yellow or lime. \$43.50.



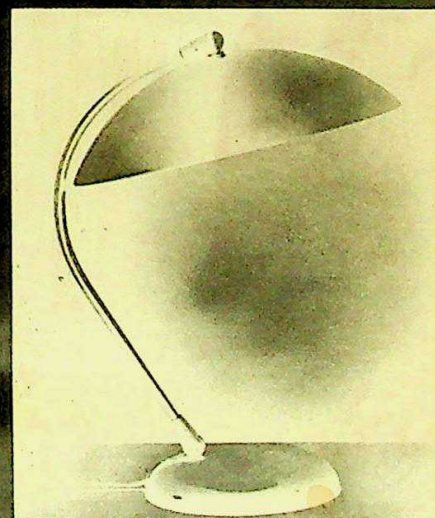
This lamp, like the two at the left, was designed and manufactured by the Paul Hanson Company. For any room setting.



An asset to any contemporary setting, this modern plastic cylinder table lamp is made by Mutual-Sunset Lamp Mfg. Co.



Berrier-Gnazzo table lamp. Base is made from a light colored clay that is worked into a slab and shaped by hand. \$125.



Kurt Versen table lamp has two swivels to permit direct or indirect illumination in any desired position. In several colors.

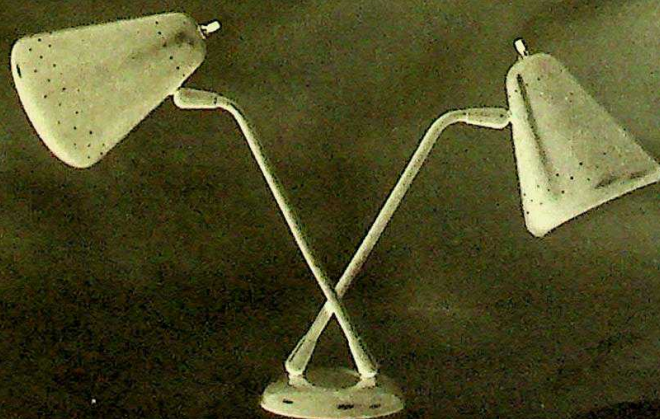
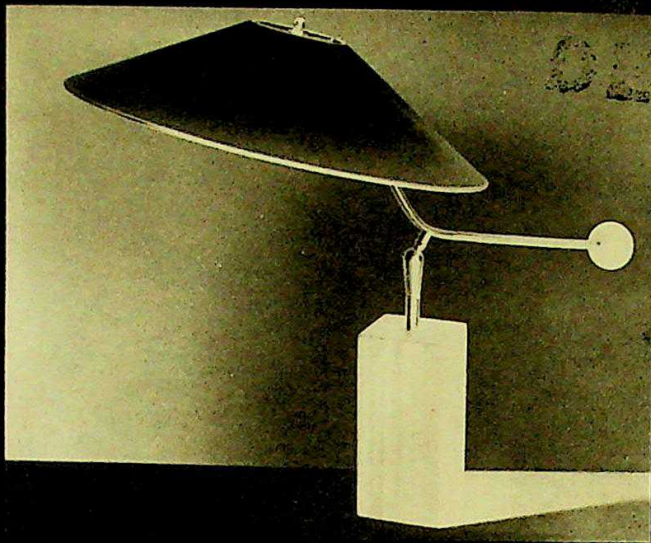
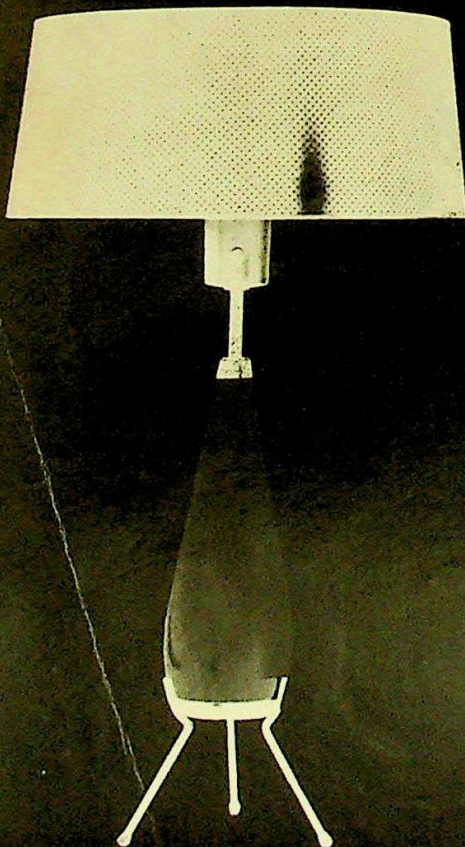


Table or desk lamp by Kurt Versen. Finish is standard fire-baked enamel. Perforated metal reflectors. Each arm has two swivels.

TABLE



The table or desk lamp (above), made by Heifetz to sell for \$31.50, was designed by John Van Zeeinen. Polished brass arm.



Tripod floor lamp (right) was designed by A. W. Geller and Marion Geller for Heifetz, is mobile and flexible in lighting.

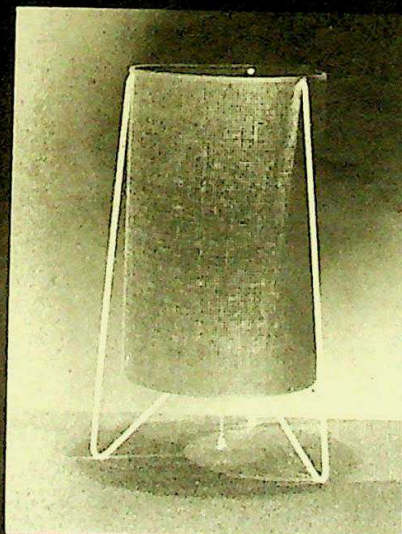
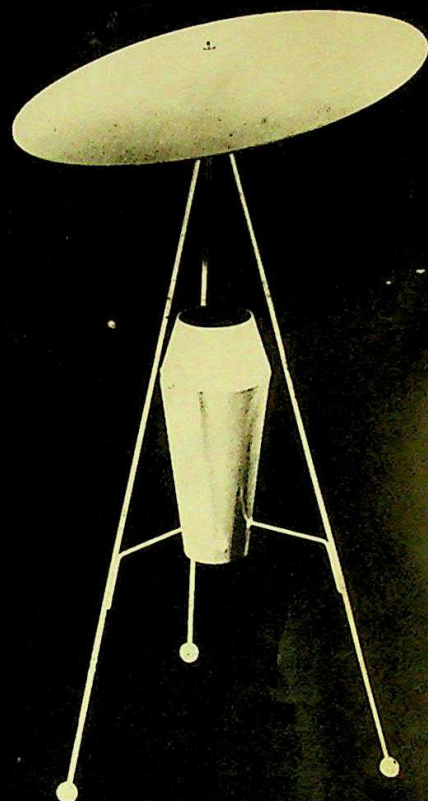


Table lamp with a cylindrical shade of Polylin, pull-chain socket. It was designed by Harry Gitlin for Middletown Mfg. Co.



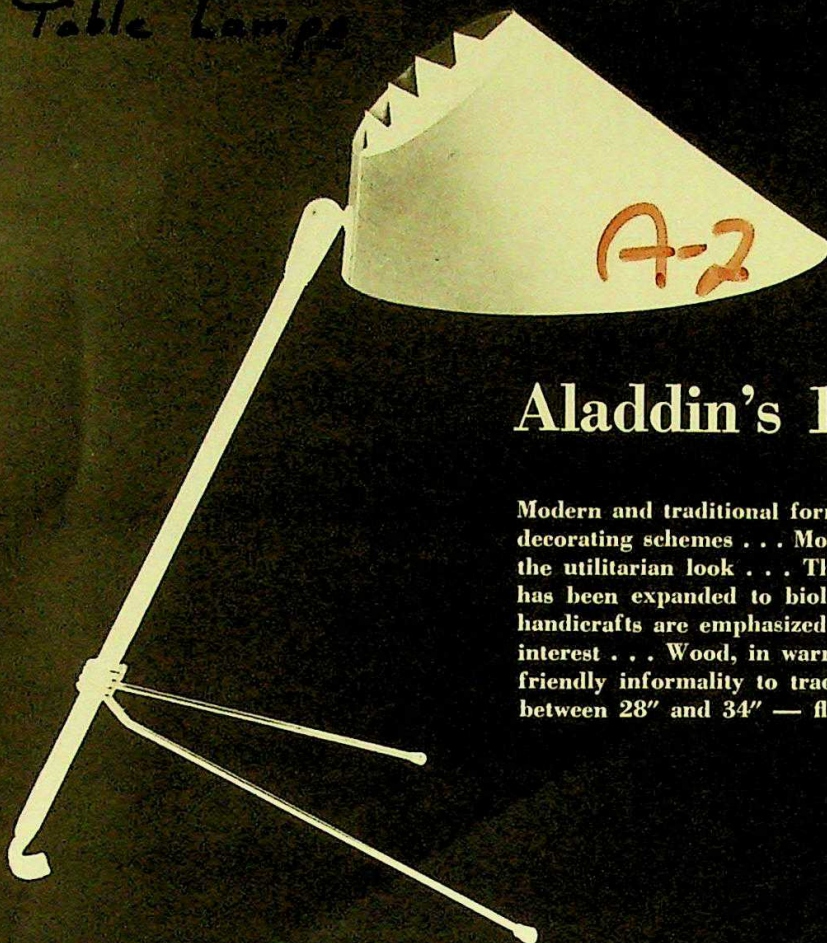
Another Harry Gitlin design for Middletown is this table lamp. Open top 16" spun aluminum shade, Polylin center shade.

Heifetz collection table lamp. Base is white ceramic porcelain; shade is black perforated parchment. Sells for \$31.50.

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

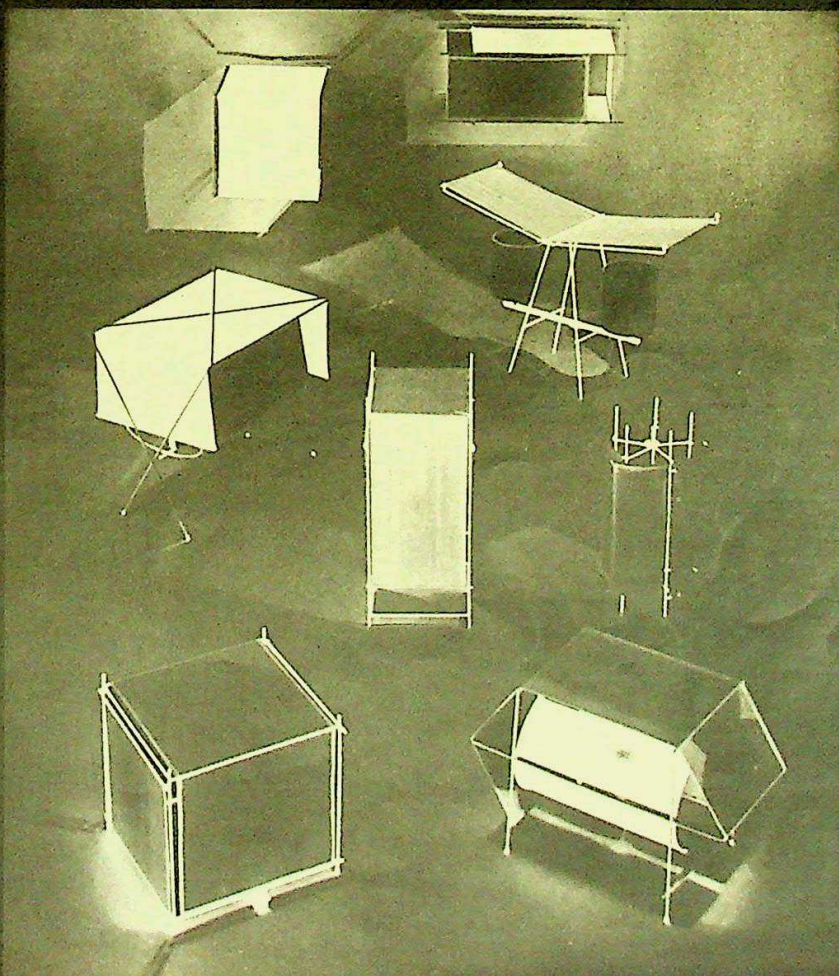
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Aladdin's 1952 Wonderland

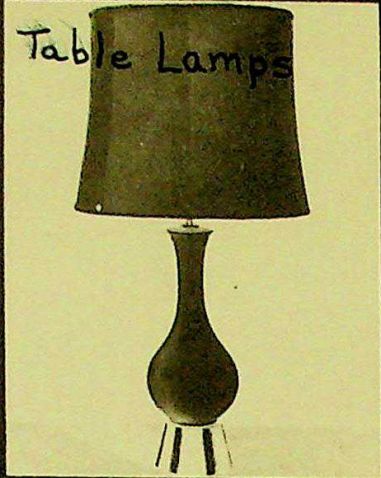
Modern and traditional forms have been revamped to highlight current decorating schemes . . . Modern has broadened its appeal by discarding the utilitarian look . . . The trend that started with botanical patterns has been expanded to biological motifs . . . Primitive art and native handicrafts are emphasized in lamps designed to create focal points of interest . . . Wood, in warm finishes, is a favored material for lending friendly informality to traditional motifs . . . Table lamps now range between 28" and 34" — floor lamps are petite, some as short as 52".

Anthony Ingolia designed this multipurpose lamp for The Heifetz Co. Legs can be pressed together to adjust its height.

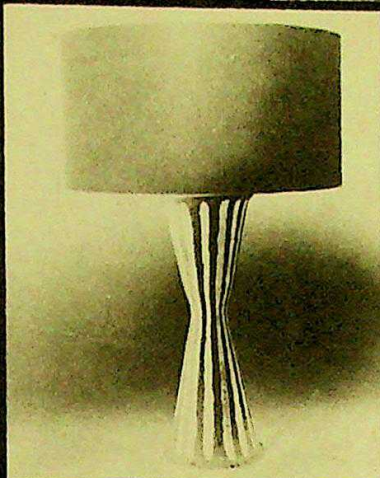


The current trend toward "more shade than lamp" is interpreted with ingenuity in this new collection of six modern table and pin-up lamps. They were designed by George Nelson for the Howard Miller Co., and are priced between \$15.95 and \$21.95. Easily washed shades are made of lastex.

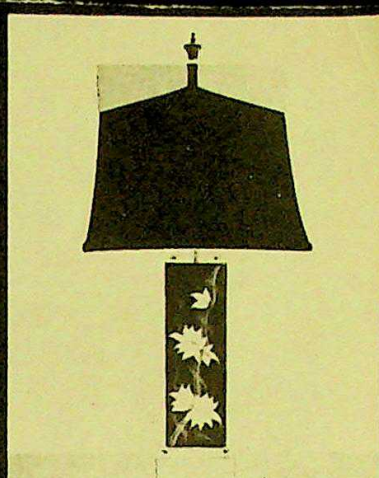
Table Lamps



CERAMIC BASE of Hall China in silver grey is gracefully topped with a simple shade. Retail about \$20.00. White Lamps, 11 West 30th St., NYC.



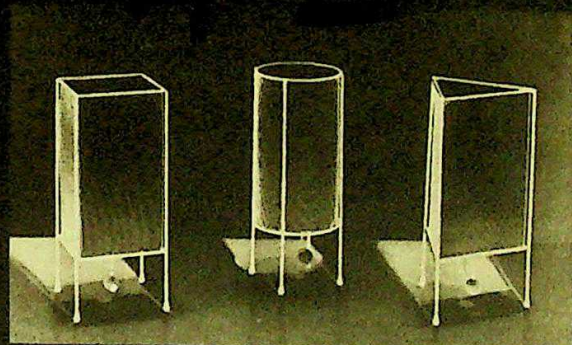
HOUR GLASS base in white is striped with brown. Height 27½". Imported from Italy by Raymor. Retail \$63.00. Richards Morgenthau, 225 Fifth, NYC.



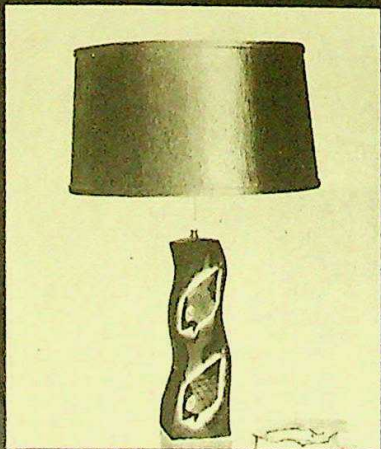
SATIN GLASS column in champagne is decorated in brown. Shantung shade with brown drape. Retail about \$73.00. Vic. T. Bruhn, 230 W. Dauphin, Phila.

New lamps to be shown at July show

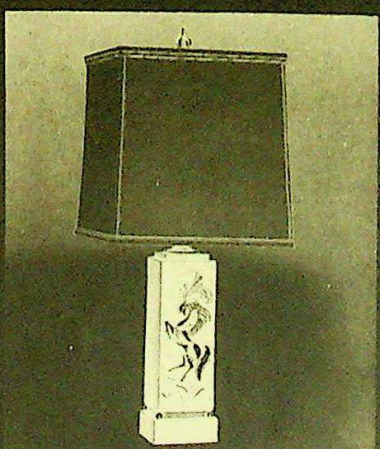
Previewed in New York and Chicago



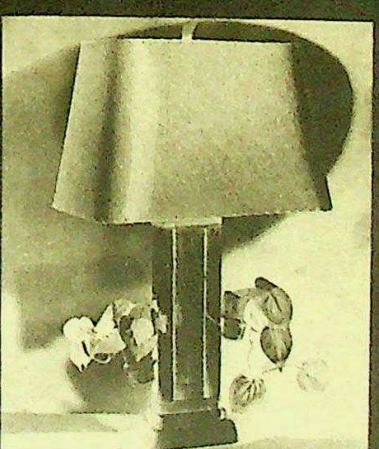
BLACK MESH forms a texture pattern against Fiberglass in these new moderns by Archie Kaplan. Retail \$12.95. New Dimensions, 130 W. 23rd St., NYC.



ABSTRACT and impressionistic is the motif gained with several under glazes. Shade is textured fabric over parchment. From Phil-Mar, Cleveland 3, Ohio.



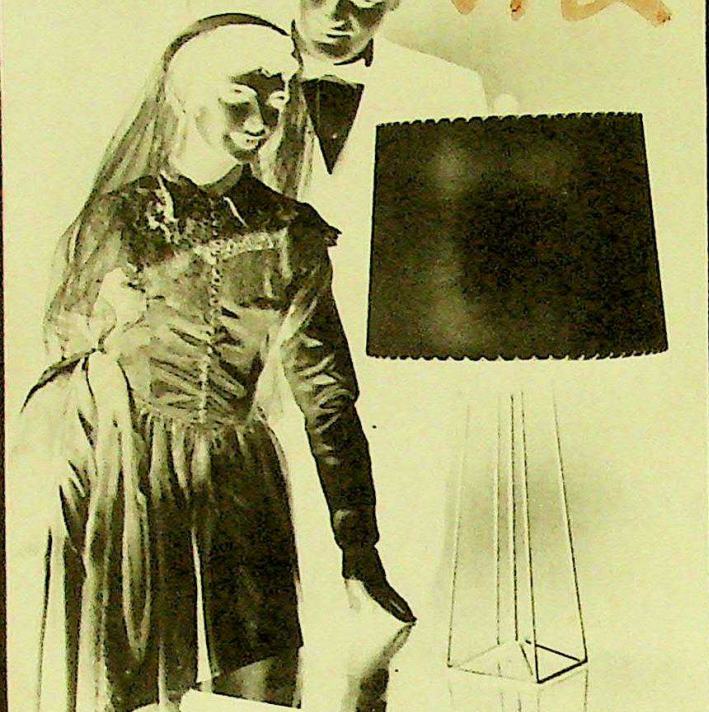
"CHEVAL" in pink, blue, gold and white on cocoa has square drum shade. Designed by Sascha Brastoff. Retail about \$100. Crest Co., 1020 W. Adams, Chicago.



PLANTER LAMP of rattan and bamboo matchstick has plastic container. Retail about \$35.00. Newark Reed & Wicker Shop, 1219 Springfield Ave., Irvington, N. J.

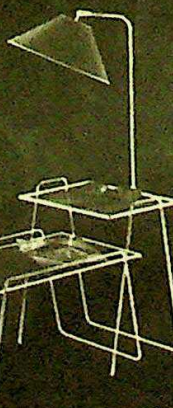
Table Lamp Box

A-2



Shining Smartness in her bright new world... from Verplex

As beguiling gifts or "musts" for the young homemaker, Verplex lamps, and lamp and table combinations, in modern wrought iron are truly decorative delights... fashioned in clean, spare lines, styled to lend light and airy distinction to contemporary or traditional interiors.

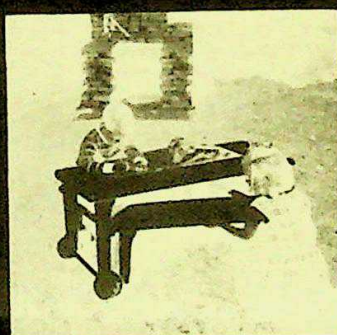


This tag is your guide to Verplex lamps and shades, available—and moderately priced—wherever finer lamps and shades are sold.

IT'S WORTH MENTIONING

By Julie Polshek

The excess moisture extracted from room air by Fresh'nd-Aire's Electric Dehumidifier is held by the drawer of the streamlined structure. Drying air thus makes a room feel degrees cooler. In basement areas, the service of the portable unit prevents mildew, damp-rot, rust, excessive dampness. It serves 10,000 cubic foot area; extracts 2 to 3 gallons of moisture at 24-hour rate. AC (200-W), \$149.95, Carson's, Chicago.

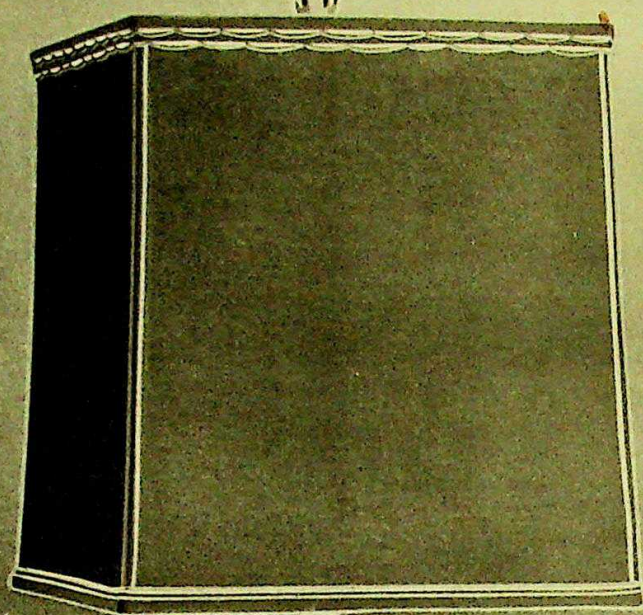


The benches of Sun-Dodget Junior hang from its side braces in transit (and storage), so the three—some can roll as a unit to the desired picnic or play site. Sturdily built wood set is a duplicate of Goshen's adult Sun-Dodget, scaled down to small-fry needs. (Table 20" high; benches, 11" high.) Fast-rolling wheels and wheelbarrow-type of handles enable a midget to manage it. \$19.95, from Marshall Field's, Chicago, Illinois.

The trend toward dressed-up kitchens should give these glazed-pottery canisters from California-Cleminsons' kilns an appreciative audience. The design of the fine ware, an intriguing mixture of sophistication and nostalgic charm, fits into any décor. The glazing combines creamy white, black, subtle tones of Bing Cherry red, green, and brown. Four canisters, \$17; 2 shakers, dripping jar, \$4.25, Boston Store, Milwaukee, Wis.



The grill of the Wentz Horseshoe Warmer handles any space-equivalent of these 8-inch casseroles. Two Sterno stations serve to keep hot whatever you want. (Asbestos pads are supplied for non-flameproof ware.) The picturesque horseshoe



Cheval

An exquisite contemporary design by Sascha Brastoff exclusively for The Crest Company.

The performing pink "Cheval" is richly decorated in blues, golds and whites, on a background of cocoa. Each piece is a signed original. The square drum shade is champagne all silk shantung with a multicolor trim to complement the design of the base.

Traditional Crest craftsmanship dictates hand made metal mounting and triple plated fittings. Write now for more details.

The Crest Company INC.

OFFICES AND FACTORY: 1020 WEST ADAMS STREET • CHICAGO 7, ILLINOIS

SHOWROOM: 1219 MERCHANDISE MART

NEW YORK

LOS ANGELES

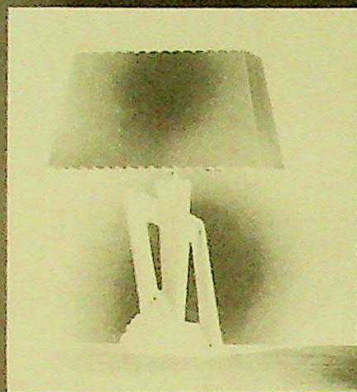
SAN FRANCISCO



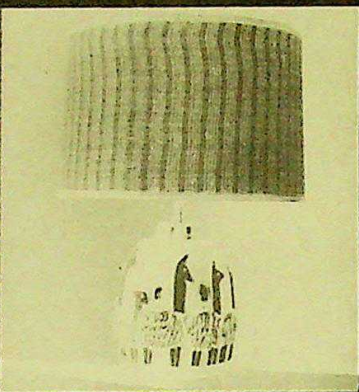
L+L June 1952

87 85

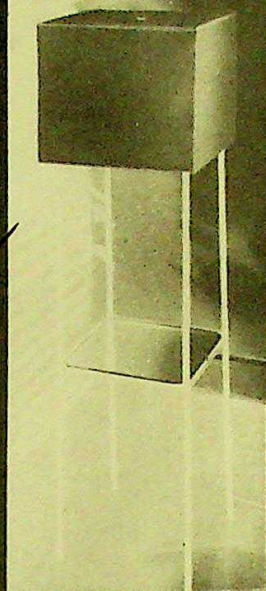
Seen at the Shows



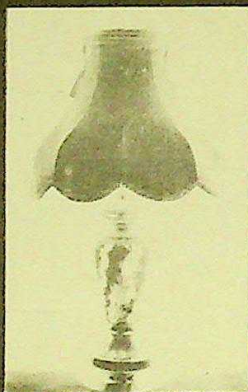
Ceramic lamp glazed in brilliant tones. Rectangular Fiberglas shade, laced 3-light socket. Height 29". White with red shade, olive green or red with natural Fiberglas. No. 2086, Bradley Mfg. Co., Chicago, Ill.



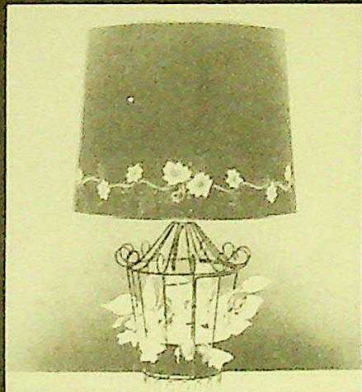
Llama lamp, earth textured body decorated with glazes in colors. Terracotta with turquoise, green, white or yellow. Shade, openweave fabric, metallic or plastic. Retail about \$25.00. Royal Haeger Lamp Co., Inc., Dundee, Ill.



Lamp with pencil-slim metal legs and shade of white oiled paper, designed by sculptor, Isamu Noguchi. Lightolier, New York.



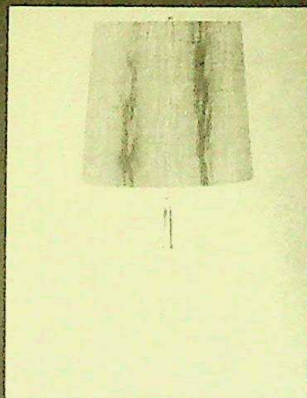
Bristol lamp, decorated with leaf design. Height, 35". Shade, 20". Colors: white, grey, champagne, amethyst, or green. No. 5064, Crystal Mart, Inc., New York.



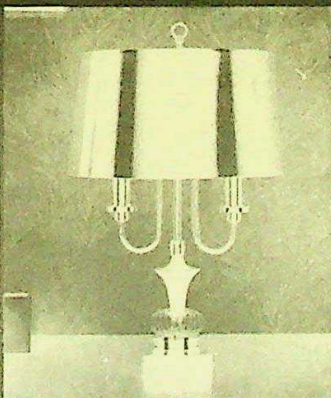
Bird cage planter lamp, overall height, 27". Approximate retail price, \$12.95. No. 56, Luminart Lampshade Products, Inc., New York.



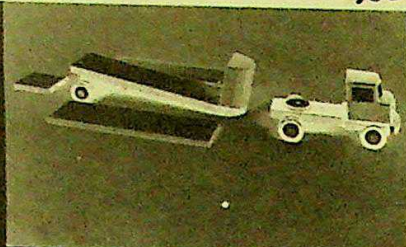
Fluorescent desk lamp with baffle underneath bulb to throw light forward on greater working area. Grey or brown Hammerloid finish. White enamel reflector. Retail price about \$12.00. No. 3 by Marks Mfg. Co., Chicago, Ill.



Contemporary table lamp in old pine and polished brass, equipped with 4" reflector, 3-way switch. Shade, nubby beige on gold foil parchment, 14" x 16 1/2" x 15". Height, 34". No. 9577, Stiffel Co., Chicago, Ill.



Combination of chestnut brown or olive green finish and polished brass. Graceful, two arm design. Height 27". 18" shade, pierced gold. Approx. retail price, \$20.00. No. 8177, Calpa Products Co., Philadelphia, Pa.



The photo above shows the sides removed from the trailer body—note the steel dowels in the sides.

WE believe this toy truck will hold any youngster's interest, especially the feature of the detachable trailer and removable sides and back.

Most of the parts can be cut on the scroll saw except for the shaping of the wheels which can be turned on the lathe—refer to wheel construction on page 72 of this issue.

The cabin body is made out of a solid block cut to shape on the band saw, this could however be made hollow by making the sides and top out of $\frac{1}{4}$ inch stock.

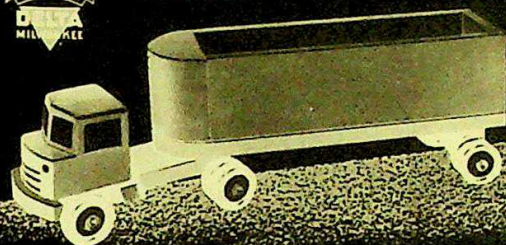
The sides and back of the trailer are removable by lifting the sides from the body which are held with dowels made of 5-D finishing nails with the heads cut off.

Fasten the wheels to the body with No. 8 round head wood screws or $\frac{1}{4}$ " C.R.S. axles.

Paint the cab and body light and the wheels and base dark.

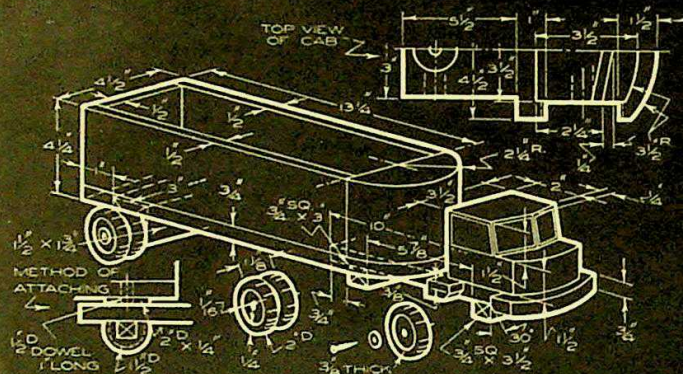
build him a detachable toy trailer truck

Submitted by
JOHN BEDLOV

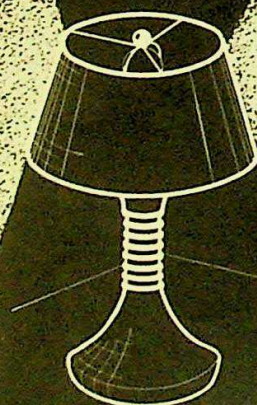


BILL OF MATERIAL

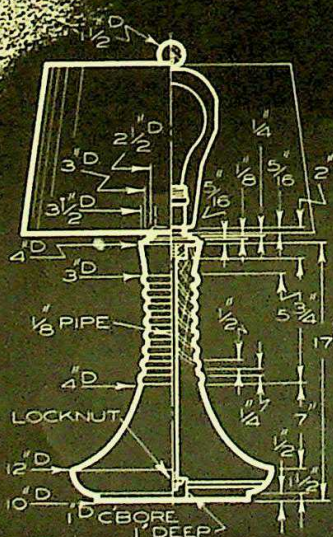
No.	Req.	Name	Size
1		Truck Base	$3\frac{1}{2} \times 4\frac{1}{2} \times 10$
1		Cab	$3\frac{1}{2} \times 3\frac{1}{2} \times 3$
1		Trailer Base	$3\frac{1}{2} \times 4\frac{1}{2} \times 15\frac{1}{2}$
2		Trailer Side	$\frac{1}{2} \times 3\frac{1}{2} \times 13\frac{1}{4}$
1		Trailer Back	$\frac{1}{2} \times 3\frac{1}{2} \times \frac{1}{2}$
1		Trailer Front Block	$2\frac{1}{4} \times 4\frac{1}{2} \times 3\frac{1}{2}$
1		Trailer Axle	$1\frac{1}{2} \times 1\frac{1}{2} \times 3$
1		Truck Front Axle	$3\frac{1}{2} \times 3\frac{1}{2} \times \frac{1}{2}$
1		Truck Back Axle	$3\frac{1}{2} \times 3\frac{1}{2} \times \frac{1}{2}$
4		Wheel (double)	$2\frac{1}{2} \times 1\frac{1}{2}$
2		Wheel (single)	$2\frac{1}{2} \times 1\frac{1}{2}$
1		Connecting Pad	$2\frac{1}{2} \times 1\frac{1}{2}$
1		Connecting Dowel	$\frac{1}{2}$ diam. x 1
4		Round Hd. Wd.	
		Screws & Washers	No. 8x2 $\frac{1}{4}$
2		Round Hd. Wd. Screws	
		& Washers	No. 8x1



Turn a table lamp



A LAMP with very pleasing lines can be turned on your lathe in a very short time. Make sure you don't forget the groove for the cord in the pedestal before you glue up your stock. Walnut or mahogany will make a very nice looking lamp. Give it a french polish while still in the lathe. (Refer to Page 48 your "Finishing Manual" for complete details on this type of finish.)

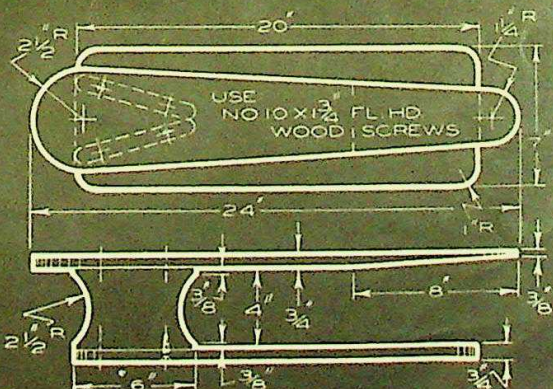


make her a Sleeve Ironing Board

THIS is a tip proof sleeve ironing board that she will be happy to own. The wide base makes tipping impossible. The stock should be $\frac{3}{4}$ inch pine or basswood. Assemble with screws rounding off all sharp edges. Oil and varnish for neat appearance.



Note the tapered end for easy sliding of sleeves onto the board.



ALCOR

A-2
NOW...with
Lacquered
Brass
Finish

#530 - 3U SOCKET
with removable knob

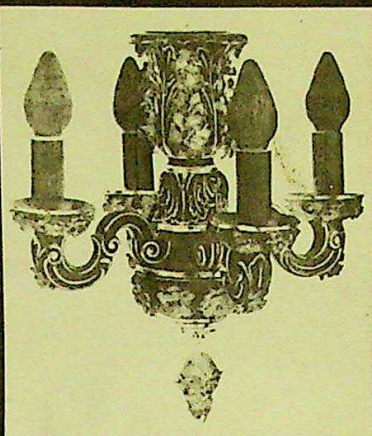
A complete line of electrical
wiring devices . . . made to
the most exacting specifica-
tions.

Our illustrated catalog is available
upon request.

WRITE TODAY!



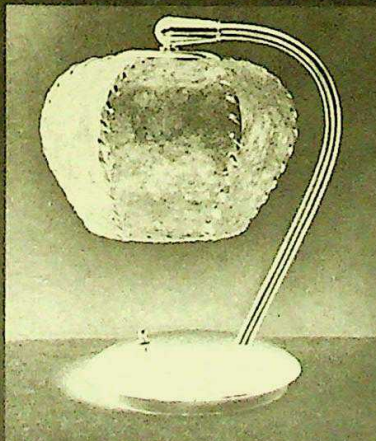
ALCOR Manufacturing Co.
4444 W. Roosevelt Road
Chicago 24, Ill.



Dresden style porcelain chandelier by
Bibi & Company, manufacturers and
importers, at 253-5th Ave., New York.
Made of fine white porcelain with
hand decorated trimmings and natural
colored applique floral motifs. List
price \$120.00.

Reorganizes Sales Force

Raytomic, Inc., lamp manufacturer of
New York, has announced a large-scale
reorganization of its sales staff. Arthur L.
Dedi has been appointed general sales
manager, and will also handle accounts in
Georgia, Alabama, Florida, Cuba, Mexico,
and the Bahamas. Other members of the
sales organization are: Ray Terral: Mon-
tana, Idaho, Wyoming and Utah; Ray
Lindquist: North and South Dakota and
Minnesota; George Poore: Colorado, Ne-
braska, Iowa; Bob Poore: Kansas, Mis-
souri, and western Tennessee; Jack How-
ell: New Mexico, Texas, Oklahoma, Ar-
kansas, Louisiana, Mississippi; Julian Jo-
sephson, Virginia, North and South Caro-
lina, southern Tennessee; Carl Miller:
Ohio; John A. McCoy, Illinois, Indiana,
Michigan, Wisconsin; Harman Chackman,
Pennsylvania, Maryland, Delaware; Leon-
ard Levine, upper New York State.



"Night and Desk" table lamp 12"
high with adjustable swivel by "Alkur"
Lamp Mfg. Co., 237 Mercer St., New
York 12. Has securely attached fibre-
glass shade, adjustable all directions.
Wooden base in finishes of ma-
hogany, blond mahogany, black lac-
quer, oak and African oak.



MONTICELLO

BRASS AND STEEL SCREW
MACHINE PARTS • FITTINGS
AND HARDWARE FOR THE
LIGHTING AND LAMP
MANUFACTURER



SWIVEL STUDS

To meet your
every need in
Residential and
Commercial
Lighting.



1/8" FEMALE



1/4" MALE

U.L. Approved

BAKELITE BUSHINGS

A "MUST" FOR U.L. APPROVAL
ON LAMPS

(DIST. FOR UNION INSULATING CO.)



1/8" Male
For Regular Bases



1/8" Female
For Pipes



1/8" Male (Long)
For Cast Bases

IN STOCK FOR IMMEDIATE DELIVERY

Write for Catalog

MONTICELLO
SPECIALTIES COMPANY

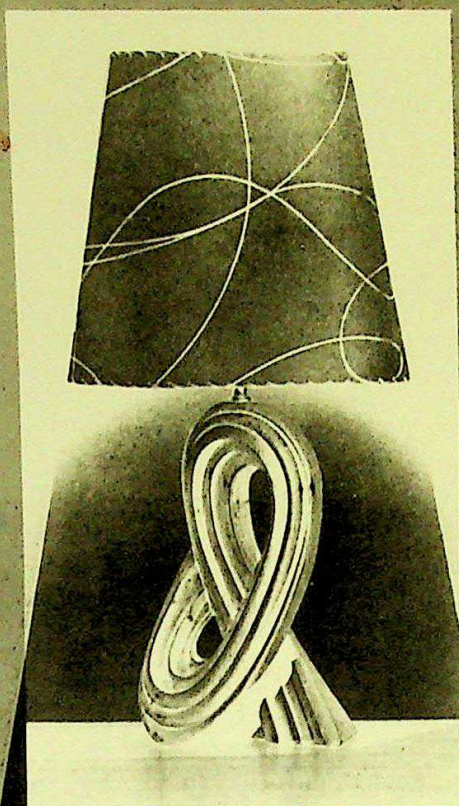
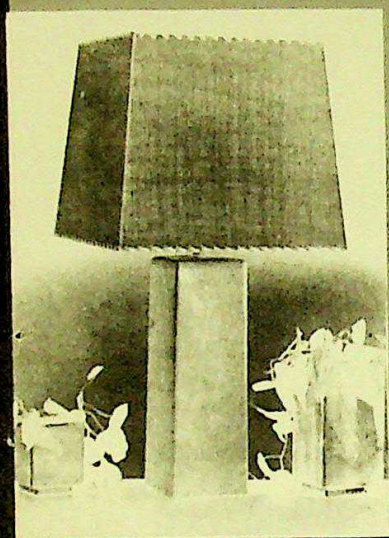
9 GT. JONES ST. (Lafayette & 3rd) New York 12
SPRING 7-8180

~~TOP SECRET~~
~~CONFIDENTIAL~~

RETURN TO
DESIGN DIV.

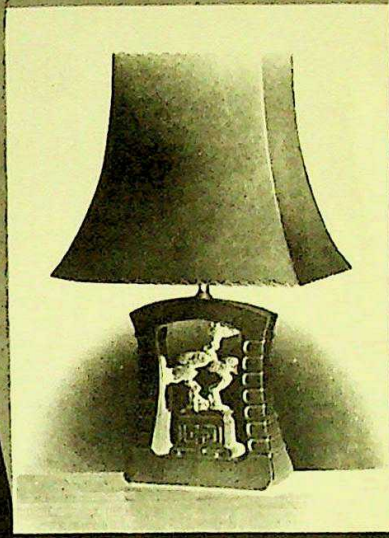
RETURN TO
DESIGN DIV.

Heat Sealed Lamp Shades



Photos courtesy Bradley Mfg. Co.

Lamp shades made of glass fibers and vinyl resin have heat sealed seams, are stronger than cemented shades



ELECTRONIC fabrication of lamp shades is made possible through the use of sheet materials combining glass fibers and vinyl resin, producing a thermoplastic, heat sealable product. The material also presents a wide range of decorative opportunities, because it can be made with various fiber arrangements and in numerous colors. In addition, the material can be decorated by silk screen or other process to produce endless designs.

Shades which are seamed on high frequency sealing equipment similar to that used in fabricating beach balls, raincoats, inflatable toys, and other sheet vinyl products have several advantages. The seams, which need be no more than $\frac{1}{16}$ in. wide, are uniform, inconspicuous, and represent a considerable saving in material when volume output is

involved. The fact that seams are made in only a few seconds increases output per operator and lowers manufacturing costs. Finally, the finished product is not only pleasing in appearance, but actually stronger than shades having cemented seams, since the material is literally welded to itself by the dielectric heating equipment.

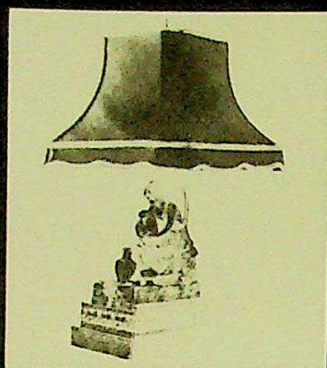
Bradley Mfg. Co., Chicago, Ill., and Paterson Shade Co., Paterson, N.J., are among the firms now using this production technique. A brief review of their manufacturing operations illustrates the adaptability of electronic equipment to the lamp shade field and suggests future uses.

Glass fiber shades produced by Bradley are made of Polyplastex, a combination of fiber glass and modified vinyl resin manufactured by Polyplastex United, Inc., Bronx,

N.Y. The Bradley shades are made in several styles, colors, and designs.

The material used by Bradley ranges in thickness from 18 to 20 mils. It comes to the plant with the shade sections custom die cut, ready to be made into shades of any desired type—drum, octagonal, square, "coolie," cone, etc. If a decorative pattern is to be applied, this is done by silk screen process, using special inks blended in the plant to meet the manufacturer's specifications. After application of the design, the sheets are placed on conveyor belts which carry them through the drying operation, with heat supplied by banks of infra-red lamps and followed by air blast cooling. Drying time ranges from $2\frac{1}{2}$ to $3\frac{1}{2}$ min., depending upon the relative amount of ink required by the pattern.

The next operation at the Brad-



"The Potters"

FIGURINES

Lamps & Shades

Imported bisque and porcelain figurines. A complete line for vanity and night table and even 36" overall lamps for the living room.

ALSO

Our regular large selection in a wide price range, imported figurines mounted on hand made bases or promotional cast line bases.

SHADES

We manufacture our own shades, finest fabrics, delicate trims, soft colors to match our lamps. Available as complete units or sold separately.

SEE US AT THE SHOWS!

CHICAGO LAMP SHOW
PALMER HOUSE
ROOM 831

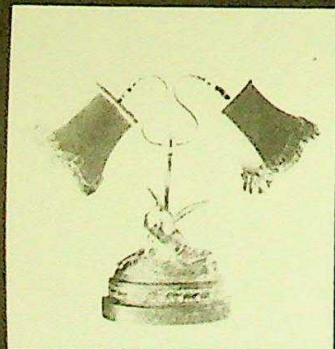
NEW YORK LAMP SHOW
HOTEL NEW YORKER
BOOTHS 203-205

RENEE

PRODUCTS COMPANY

36 West 28th St. N.Y. 1, N.Y.

Lexington 2-1196-1197



"Amour of Psyche"

Crystal Mart Features Boudoir Set

Crystal Mart Inc., of New York, importers and manufacturers, has announced that it will display its complete line of lamps in Bristol, overlay, and crystal, as well as hurricanes, chandeliers, girandolles, lustres, imported crystals, jets and prisms at all three lamp markets this year. At Chicago the display will be in the rooms of Fred Chambers Co.; in New York in room 816 at the Hotel New Yorker; and in Los Angeles at the Furniture Mart.

The announcement, from Crystal Mart's permanent showroom at 31 E. 22 St., New York, further stated that the firm is especially pleased with the pre-show success of its new combination china boudoir set. This consists of a lamp and shade and a matching center clock with a Sessions Electric Arm movement, the ensemble is decorated in rose-and-green with Dresden flowers. List price for this three piece unit is \$60.00.

Lamp Conversion Kit

Ordinary lamps can be converted to 3-way lamps in a matter of minutes, with Improv-a-Lite conversion kit. The kit consists of a factory wired 3-way socket, new wide harp, 8-foot extension cord, and a clamp-on plug. Conversion is accomplished by removing the old wire, screwing on the Improv-a-Lite fixture, and clamping on the plug.

Produced by Monowatt, Inc., 66 Bissell St., Providence 7, R. I., the Improv-a-Lite kit was designed primarily for use with the new G. E. white indirect 3-Lite bulb.

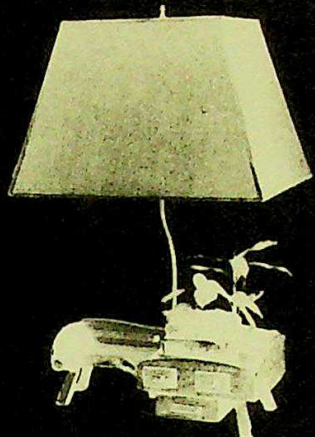
Leonardo Expands

Leonardo Lamp Mfg. Co., 327 36th St., Brooklyn, N. Y., has taken another floor in their building doubling their present manufacturing space. The concern has gone into the manufacturing of Modern Ceramic Table Lamps in addition to their Modern Wood and Composition Table Lamps which is said to have been more successful than was anticipated.



All crystal lamp hand cut, measures 36" in height overall. List price of \$100.00 includes the exquisite shade as illustrated. From Bibi & Co., 253 Fifth Avenue, New York 16, N.Y.

PASKOW ORIGINALS!



COBBLER BENCH LAMP

No. J-194 Cobbler Bench Lamp... Authentic scale reproduction of a museum piece. Beautifully styled in magnolia wood, hand made and hand rubbed. Drawer for cigarettes or cards. 18" hand made linen shade in chartreuse, Chinese red or green. Semi-porcelain ceramic dish for planting. Height 26 1/2".

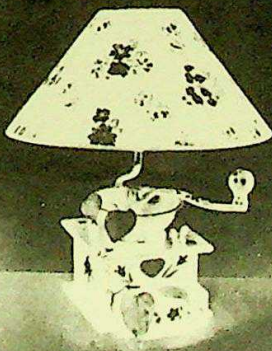
APPROX. RETAIL \$29.50
INDIVIDUALLY PACKAGED

NEW YORK LAMP SHOW

Hotel New Yorker
July 1-5 Room 978

SOUTHEASTERN CHINA GLASS & GIFT SHOW

Municipal Aud. Atlanta, Ga.
July 22-25 Booth 153



COFFEE MILL LAMP

No. J-196. This outstanding lamp mounted on authentic reproduction of antique coffee mill. features a leakproof container in drawer. White or Black background with matching 13" shade of Glo Sheen material; translucent flowers. Ht. 15 1/2".

APPROXIMATE RETAIL \$16.95
INDIVIDUALLY PACKAGED

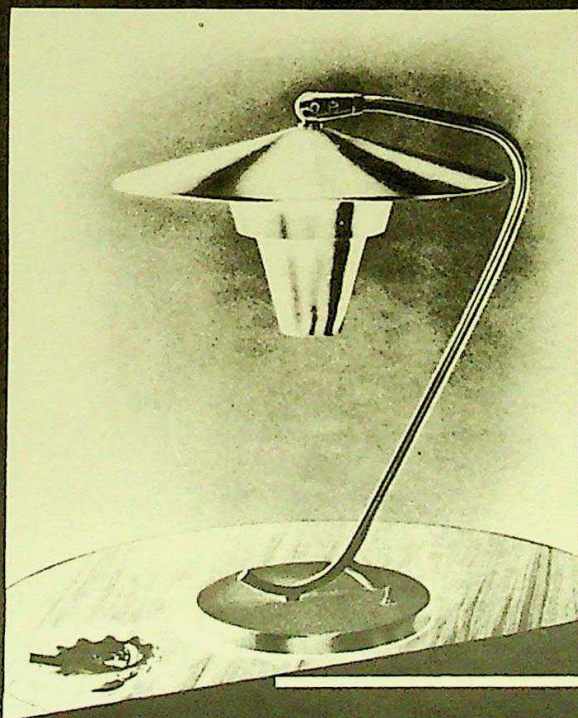
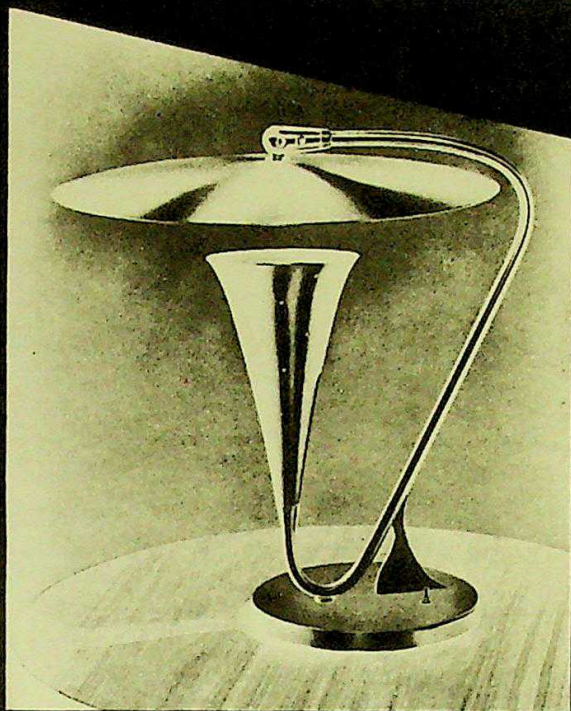


MATTHEW PASKOW CO.
682-684 JAMAICA AVE., BROOKLYN 8, N. Y.

Modern Lighting by SPEAR

**created to meet
today's style trend**

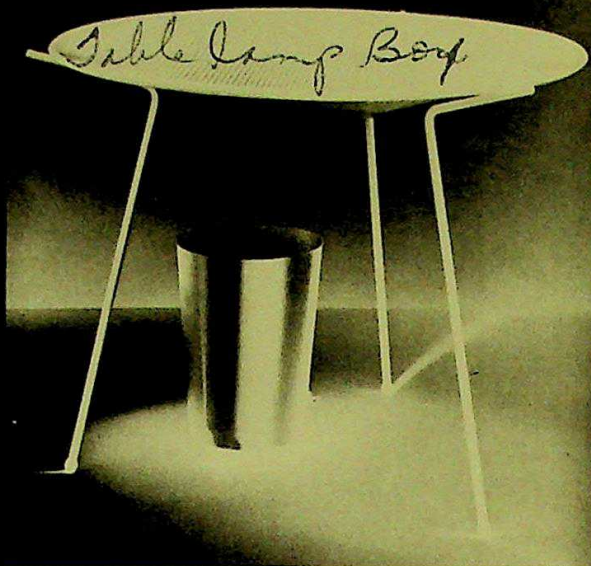
Modern Table Lamps with uniform excellence in materials, functional designs and skillful craftsmanship have always been synonymous with SPEAR QUALITY. But the "added touch" that makes Spear A LEADER, results from the continuous effort to make good Lighting Fixtures and Lamps EVEN BETTER.



SEE THE LAMPS ABOVE AND
MANY MORE ON EXHIBIT AT
CHICAGO LAMP SHOW
JUNE 18th to 28th
FRED E. CHAMBERS
SPACE 1235
MERCHANDISE MART

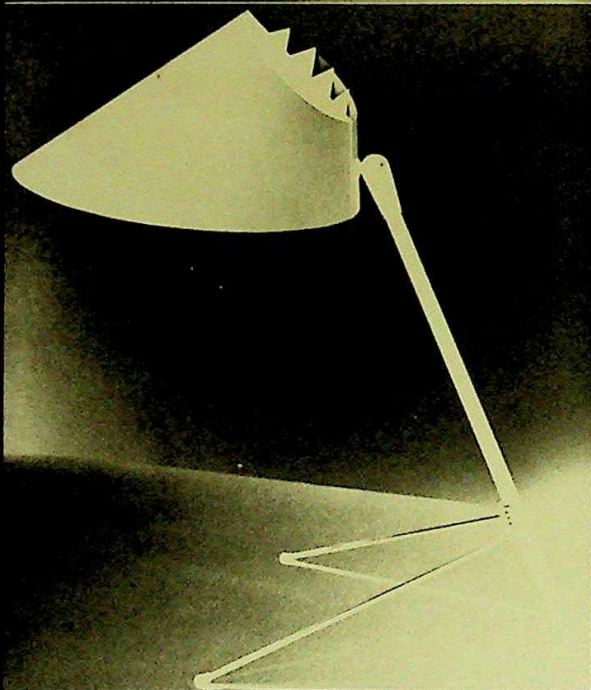
SPEAR LIGHTING FIXTURE MFG. CO.
61 CLYMER STREET • BROOKLYN 11, N. Y.

Lighting and Lamps - June 1951



This ingenious lamp was awarded first prize in table lamps in the competition sponsored by the Museum of Modern Art and the Heifetz Co., New York. Ten of the 15 winning designs are manufactured by Heifetz. Joseph Burnett designed the lamp. It stands 15 inches high. The light source is 8½ inches high. The reflector is a funnel-shaped shade of perforated paper, silver foil on the bottom, black on the top. When bulb is directly under it, light is even and diffused; when moved to one side, the light is concentrated and reflected in one direction and is suitable for reading. Retails for about \$37.50.

Museum Honors Lamps



Second prize in table lamps was awarded to Anthony Ingolia for this lamp which can be adjusted to different heights as a table lamp, but also can be hung from a shelf or pinned on the wall either for indirect or direct lighting. Has bonnet-shaped shade of grey baked enameled metal. It retails for about \$23.50.

James H. Crate won third prize. The hyperbolic funnel contains the light source. Three straight stainless steel rods, tipped with cork balls at both ends, run through the funnel to provide legs at the base and a support for the reflector or shade on top. By moving the rods, the degree of light reflected from this flat metal disk can be controlled.

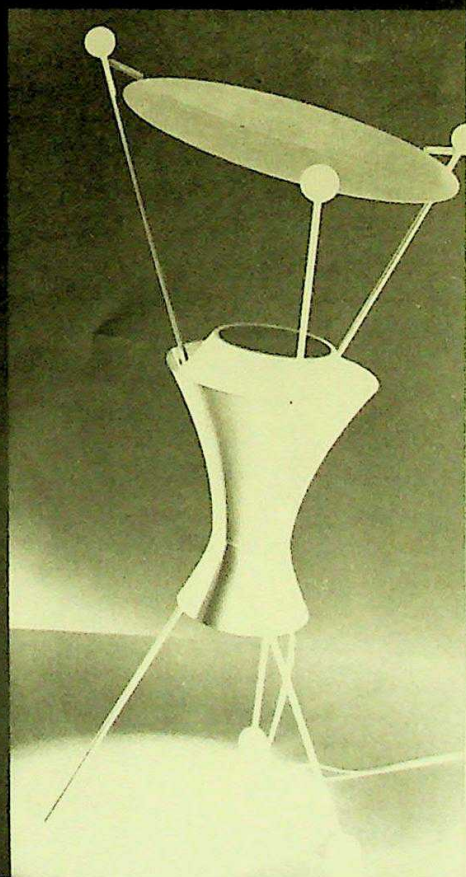


Table Lamps Bolender and Company

1551 MERCHANDISE MART

CHICAGO 54, ILLINOIS

A-2

Tall Salt Box
5.00 Ea.
Blue, Rust,
Green



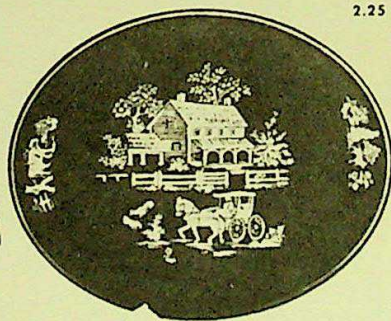
Small Salt Box
3.00 Ea.
Blue,
Rust,
Green



No. 765
Country Squire
Lamp
11.00 Ea.



Country
Squire
12" Platter
2.25 Ea.



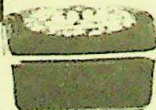
No. 1405
Salt Box Lamp
Green
or
Brown
13.75 Ea.



Square Flower
Pot—2.50 Ea.
Blue &
Camellia



Square Cigarette
Box—3.00 Ea.



Chanticleer
Ashtray
2.25 Ea.

No. 1001
Chanticleer Lamp
5.50 Ea.



TERMS:

2%—10 DAYS—NET 30

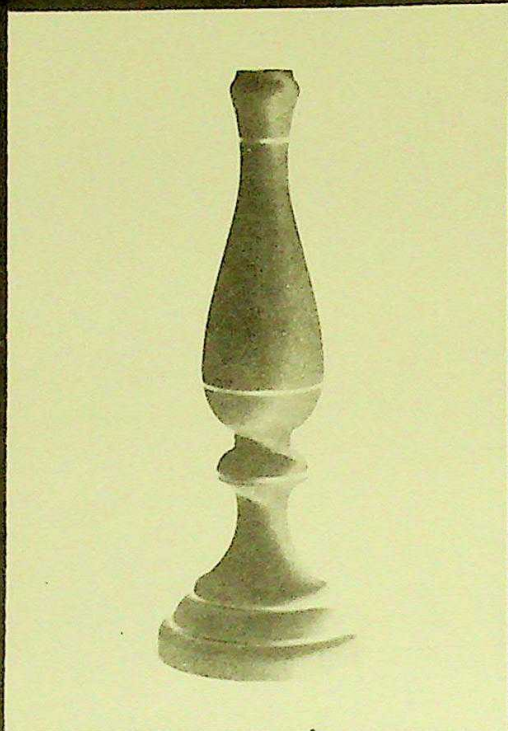
Manufactured by

NELSON LEO COMPANY, INC.

F.O.B.

TRENTON, NEW JERSEY

Dunbar Versatility Can Work for You



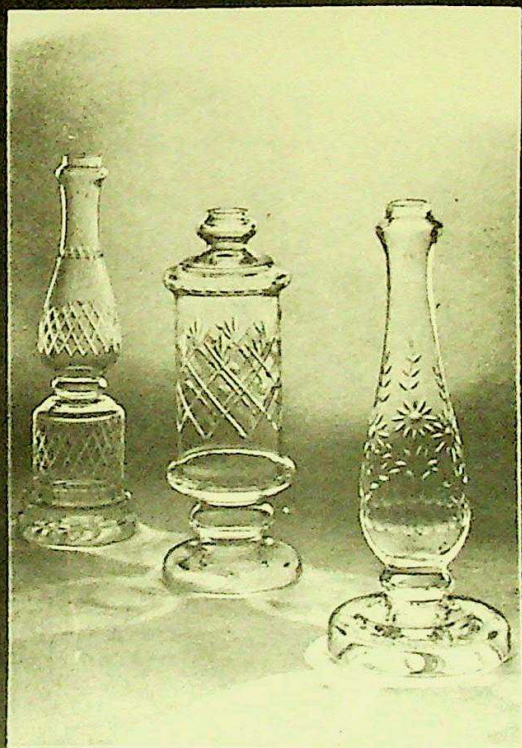
No. 184 OPALITE/CD-3280 (Column)
No. 183 OPALITE/CD-3280 (Base)

A satin-bisque finish with gold lines. Height 17" (2 pieces).

For new inspirations, call on your nearest Dunbar office and see the wide variety of lamp parts which can help you. Please write for catalogue L-950 if you do not have one.

To obtain individual and unusual effects on lamp components, Dunbar's *complete* facilities offer you:

- (1) Quality CRYSTAL Glass
- (2) Quality OPALITE Glass
- (3) Many Stock Blanks
- (4) Or Your Own Shapes
- (5) Fine Hand Painting
- (6) New Surface Textures
- (7) Unique Acid Treatments
- (8) Third-Dimensional Ceramics
- (9) Rock Crystal Cutting
- (10) Overlay Enamels
- (11) Decals
- (12) Quality Control At One Source



No. 238/C-7093 12" High
No. 240/C-7090 11" High
No. 239/C-7092 12" High

Rock Crystal Cuttings



Dunbar Glass Corporation

DUNBAR • WEST VIRGINIA

NEW YORK: 1107 BROADWAY 10, NEW YORK, PHONE WATKINS 9-1616
CHICAGO: 1556 MERCHANDISE MART, CHICAGO 54, ILLINOIS, PHONE SUPERIOR 7-7506

A-Z

The DeltaGram, Mar.-Apr. 1951

FLYING CHIPS

READER COMMENTS

Tarnish Proof Drawers for Silverware

Potsdam, New York—Can you advise me where to get information to make a drawer tarnish proof for silverware? I have just completed making a buffet from 3/4 inch plywood of fir and fir solid stock.

I have looked through your publications of the DeltaGram for the last four or five years, but was unable to find any information on this subject.

Any information that you may give will be appreciated.

R. S.

Pieces of Camphor Gum placed in the corners of the drawer will prevent silverware from tarnishing. This gum comes in block form very much like paraffin used for canning. You can get this at any local drug store. Any other suggestions our readers might have on this subject will be passed along to R. S.

The Editors



This unique lamp (photo No. 1) was made by Lenard Reckling of Grand Island, Nebraska. Material used was maple. The colored inserts on the base spindle are pieces of blue and red plastic. The base is hollow and is lit up with a seven watt bulb. Colored accents on the shade are red and blue made of adhesive paper.



The shadow box shelf in (photo No. 3) was made from plans which appeared in issue No. 1 volume 16 of the DeltaGram. Mr. H. Menegus said the plans were very easy to follow and the finished job came out perfect.

the stop block can be positioned and clamped tight. Then, when the board which is cut in squares, whose dimensions are slightly larger than the diameter of the required circle and which has been punched or shallow drilled in the exact center is set on the feed-block with the brad in the spotted center, turning the board into the band saw will automatically cut the circle.

If this is of any help to A.E. I will be very pleased, and then perhaps, one of your readers of the DeltaGram can suggest how I can devise a jig for cutting a number of irregular forms, identical on the band saw. There must be some method of doing this very simply, and I will be very grateful if someone will pass that information on to me.

M. G.

The Editors want to thank you for your letter explaining a process for cutting circles for our DeltaCrafter "A.E." We see by your letter that you yourself are asking for help, and we want to refer you to our book No. 4332 "Getting the Most Out of Your Band Saw & Scroll Saw," on pages 24 and 25 of which you will find a number of jig suggestions, which we would like to call to your attention.

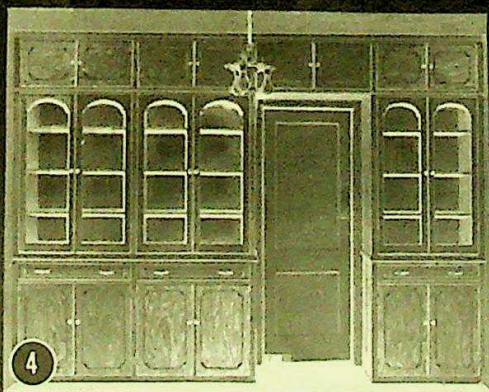


EVERY SEAL
YOU USE HELPS
CRIPPLED CHILDREN

Answer and Question

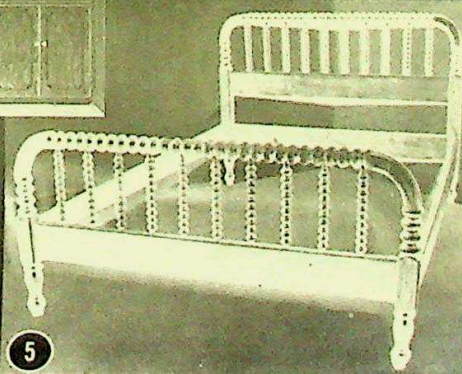
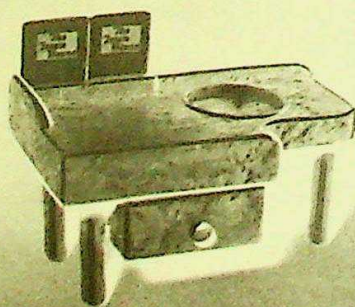
Chicago, Illinois—I don't know how perfect the circles must be that A.E. inquired about in the July-August issue of The DeltaGram, but I find that I manage to do pretty well with a jig I made for the band saw, which is probably nothing particularly unusual in professional woodworking.

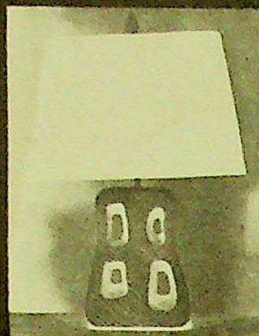
The jig consists of a stop-block L shaped, which is clamped to the band saw table. The second section is a feed block with a brad projecting point up near the end of one of the corners. When the feed-block is set so that the radius of the circle is the distance between the teeth of the band saw blade and the brad,



Photos No. 4 and No. 5 show two projects recently made in the shop of George Decker of Sioux Falls, South Dakota. These are the type of projects Mr. Decker makes special to customer specifications in his community.

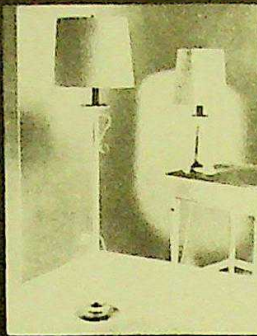
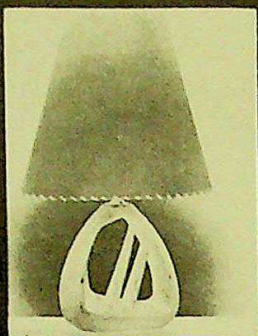
Mr. Lawrence H. Rubin of Chicago, Illinois sent us the picture of the piano ashtray and cigarette holder (photo No. 2). The entire project was made of birch plywood finished with a crystallizing lacquer.





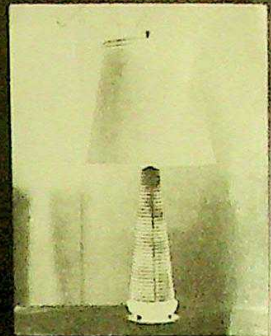
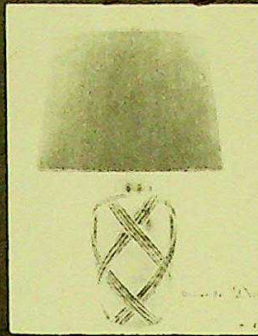
Pottery lamp by Royal Haeger with fabric over parchment shade. Overall height is 25 inches. Woodland brown base with yellow shade; chartreuse and green base with green shade. Approx. \$21.00.

No. 4037 from Bradley Mfg. Co. 25½ inches high. 3 lite socket, bowlite harp. In jade with natural shade, pistachio with chartreuse, cocoa with amber. Genuine Fibreglas shade, hand laced. Retail \$12.95.



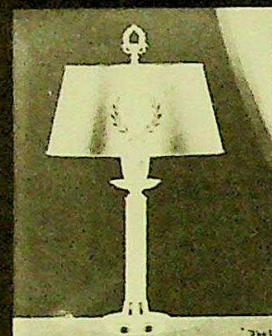
Pewter floor lamp and matching table lamp. Simply designed, for traditional decoration, Plexstone shades in several colors. Floor lamp #11 H 140 approx. \$30.00. Table lamp #17193 retails about \$14.95. Stadler-Neuwirth.

Composition lamp by Daison with parchment paper shade. Base is antiqued in cinnamon color, with overlapping strap design in white. Hand textured shade has "vertical lines" effect. Unit is 27" overall. Approx. \$17.50.



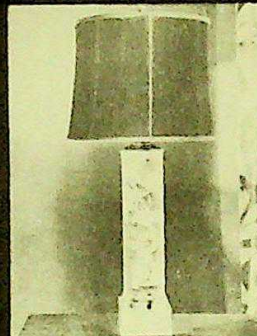
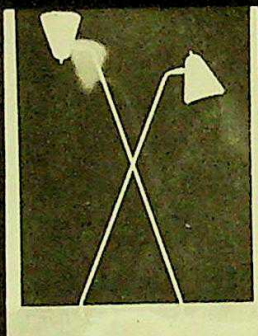
Vitrified China base by E. Mounted on an ebony finish. Gunmetal and lipstick, mod and chartreuse. #40101 retails about \$12.95.

Modern wrought iron table lamp. The following finishes: tan and shade or chartreuse and shade. Shade 16" parchment.



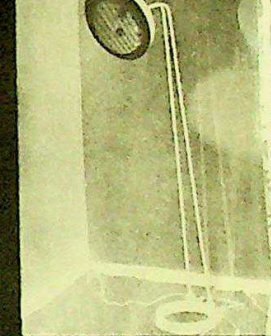
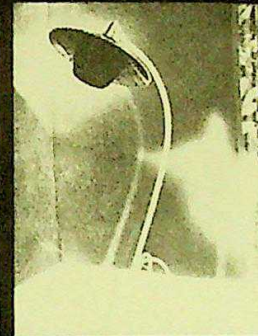
Red tole lamp by Tower Craftsmen has three-way socket with glass reflector. The shade is 13 inches wide, red paper tole with applique wreath design. Height overall is 24½ inches. About \$28.50.

General as well as specific lighting is obtained with this new Kurt Versen lamp. Made of metal with the new blue-bell shaped reflector adaptable for use with any type household bulb from 25-150 watts. Approx. \$30.00.



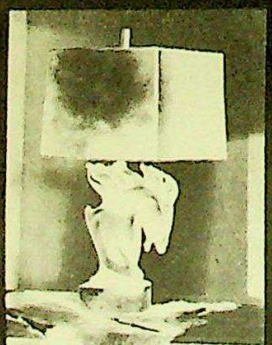
Graceful column base of hand carved glass, gold fired. Set on a simple modern mounting lending itself to traditional or a formal modern room. 36" high with an 18" shantung shade. Approx. \$42.50. Luminiere.

Modern floor lamp. Metal base with fibreglas shade. Fiberglass reflector gives an even glow to the light. Adjustable shade with modern plaid pattern number 5707 retails for approximately \$49.00. Guggenheim.



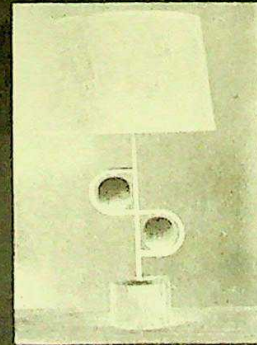
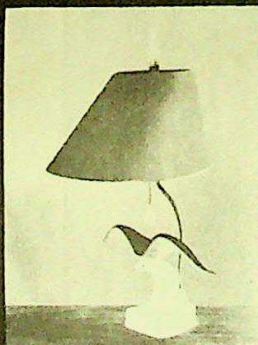
Hollow wrought iron swivel lamp with a punched reflector to sign. Base in black, gray, black, gray, white. Approx. \$12.95.

Simple, graceful hexagonal lamp. Traditional and contemporary in several colors on a blue with contrasting trim. Approx. \$12.95.



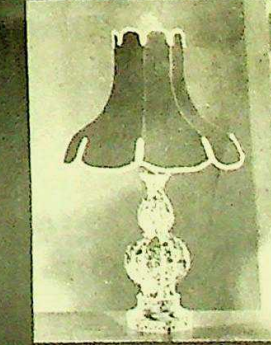
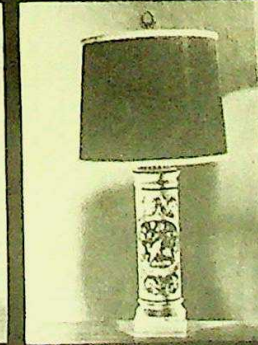
Composition horses head with flying mane. Mounted on a base covered in unhorn calf. Available in black or brown with white. Triangular shaped shade of fibreglas to blend with color of skins. Van Cleff. Approx. \$55.00.

Modern design of wood and composition. Black mounting with a bleached wing design. Pull chain to turn off or on. New scoop type shade of parchment and fabric. Style #764, retails for approximately \$75.00. Heifetz.



From the desert wood series of Mutual Sunset Lamp Co. this table lamp is an adaptation of an old cattle brand. Made of driftwood and iron it is adaptable to Modern or Early American. Retails at approximately \$79.

Roman column of Italian Sgraffito resting on a bronze mounting. Feathery scrolls in antique gold on a jeweltone base. Boucle shade of gold fringe over a solid body. Stands 34" tall. Approx. \$85.00. Taube.



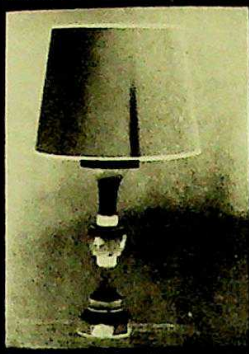
"Oro Nero" black china group. Two tier mounting. Simple. Decorative traditional. Retails at \$78.33. Arda Imports, #4783.

Simple gold base with ruffled shade. A formal treatment of either shade is a rough textured cloth. 16" tall, approx. \$105.50. Abels.

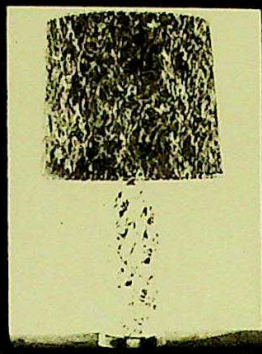
Table Lamps Box **A2**

TITLE			
Home Furnishings			
VOL.	NO.	DATE	PAGES
		March 1951	20, 39

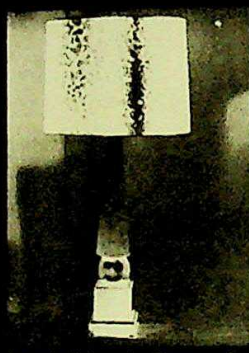
IN THE LAMP INDUSTRY



Simple traditional base copied from an old pewter candlestick. Constructed of a porcelain with wood trim. Hand-painted decoration is the only color note. On decorated parchment shade. Approx. \$20.00. Little Jones Co.



Modern china indirect lighting table lamp in black with hand painted and embossed green and gold leaves on a metal base. Shade is a deep 17" spun glass drum decorated and hand laced. #5310/17P Ht. 32". Dunball. Approx. \$25.



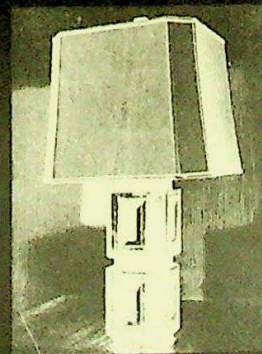
An obelisk of distressed pine with a gold leaf sphere mounted on black and gold. All wood designed to blend with modern and traditional. A drum shade of black marbelized parchment. Rees & Orr. #9347 approximately \$55.



African snipe bird of china set on a grilled metal mounting. A copy of an original Audubon. Lovely natural colors. 29 1/2 inches high with a 13" octagon natural bamboo cloth shade with a two tone trim. Cordey China. Approx. \$55.



"Rose Bowl", a new import from the Crest Company. Base is of imported Czechoslovakian hand-cut crystal. Shade is hand made silk taffeta. Two-tone ruching, forest green and white. Silver plate mounting. \$185.00.



Handmade wood lamp from a series of Mara originals from Lightolier. Colors ranging from beige to deep brown are stained on blocks of wood. Gold weave shade. Turn-on button located at the base. Approx. \$150.

important trend

Lamp Buyers do

they buy lamp

they buy *Aladdin*

nationally famo

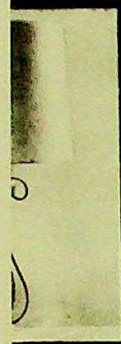
profitable...



Aladdin

Industrie

S NEW



iffel-Bradley. combinations. deep green 25.

available in a cotta base green base 25. Verplex.



Metal shade in Seibel decorated, yellow, Morganthau.

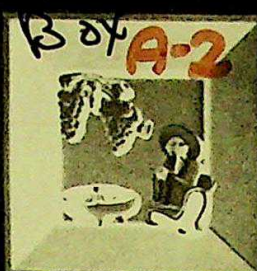
ble for traneese motifs silk shade, mp.



oral decorara-asting trim. tely \$87.50.

Suitable for tional. The reads. 40 1/2"

Spe
Por
Ma



"INCENSE MAKER" SHADOW BOXES

The new, sensational metal shadow boxes.

The frames are of metal and will not chip or crack. Each frame is equipped with a self centering built-in hook for easy hanging.

Light weight—15 oz. per piece.

Several subjects available.

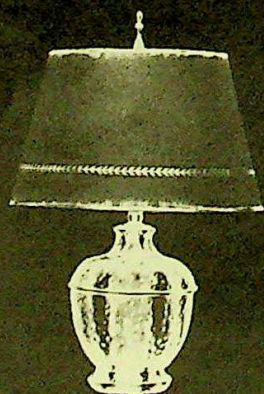
#R-89 Incense Maker Shadow Box—Chinese Red
Wholesale \$3.00 per pair

#C-89 Incense Maker Shadow Box—Chartreuse
Wholesale \$3.00 per pair

Order today and ask for free copy
of our New Fall Gift Catalog.

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Rittgers**
INCORPORATED

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essential
to
merchants
of fine
home-
furnishings

Tower Lamps

TOWER CRAFTSMEN INCORPORATED

Factory and Offices: 105 Chestnut Street, Red Bank, N. J.

Showrooms—New York: 225 Fifth Avenue

Chicago: 1298 Merchandise Mart

San Francisco: Western Merchandise Mart

Los Angeles: Furniture Mart

Going on in the Trade

● Doulton & Co., Inc., importers of Royal Doulton products and English bone china and earthenware have moved from 212 Fifth Ave., New York, to 11 East 26th St., New York.

● Dealers considering the installation of a monogramming service in their shop can get a lot of valuable advice and help from Wil-Nor Products, 3002 North 5th St., Philadelphia, Pa., manufacturers of monogramming machine attachments and gift items designed to take monogramming.

The company's special attachments make possible the monogramming of many articles carried by gift shops which would ordinarily not be able to be monogrammed with the machine's own attachments. The attachments can be used with all of the well known stamping machines. As part of its service, the firm demonstrates the use of these nationally known machines, although it does not sell them to the stores.

Among the various gift items which the firm sells to be monogrammed by gift shops are plastic boxes holding metallic matches. Some of the boxes have metallic inserts for the monogram.

Dealers desiring more information about the company's attachments and monogram merchandise should write the company for its descriptive leaflets.

● Gilley, Inc., manufacturer of the Chillit-pitcher and chrome crystal giftware, has moved to larger quarters at 115 Spring St., New York.

Now — Offer the Magic Appeal of

"House of Dolls" Exclusives



Six of the most adorable, selling-est dolls you ever put on display. Heads tilt, arms move, and the sparkling eyes open and close. Dresses are fashioned from best quality materials, neatly tailored and removable. All plastic. 7 1/2" tall. Trial assortment includes 2 of each doll shown. Order today!

LINDA—Red glow satin skirt with crinoline under-skirt, white blouse, red and white hat. Real roller skates. Blonde.

CHRISTINE—Green silk dress, red velvet hood with white fur trim. Brunette.

GLORIA—Auburn wig. Blue satin dress with lace trim and handkerchief.

DIANA—Chartreuse dress and hat with bright green trim and bow on dress. Blonde.

PHYLLIS—Orange billowing skirt with chartreuse blouse. Orange hat with brown feather. Blonde.

CYNTHIA—Orchid dress. Lavender feather hat and feather fan. White wig.

Each doll packed in attractive display type box.

Exclusive Designs Created and Manufactured by

\$18 00

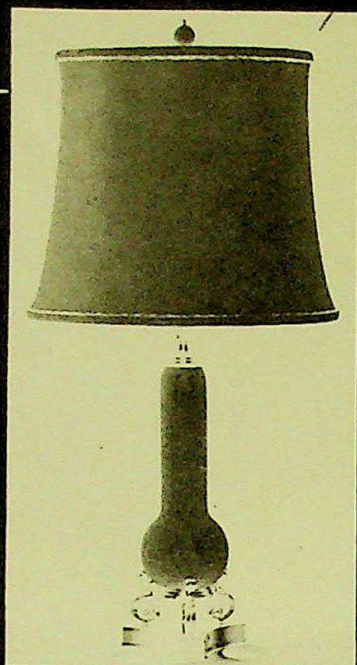
Dox.



House of Dolls

SANTA CLAUS, IND.

THE GIFT AND ART BUYER for October, 1950



H4001

Fine Lamps for Fine Homes

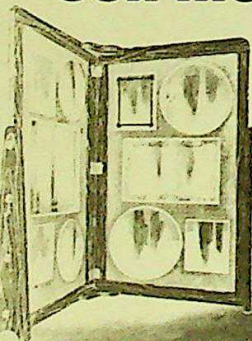
The Crest Company

1219 Merchandise Mart—1020 W. Adams St., Chicago, Ill.

CATALOGUE AVAILABLE UPON REQUEST

now
you
can

Sell more mirrors



WITH
Donnelly-Kelley

*Display
RACKS*



1219 MERCHANDISE MART • CHICAGO

● now **ANY SIZE** store
can departmentalize mirrors

Displays 8 to 24 mirrors in 12 square feet of floor space.

Mirrors are hung securely in a few seconds with patented hooks furnished. Sturdy construction with solid oak frame in blond and tempered Masonite panels in attractive green.

WRITE FOR COMPLETE INFORMATION

Donnelly-Kelley Glass Company, Holland, Michigan

Shoppers can light up new lamp shop

MOST fascinating feature in Baron's handsome new Beverly Hills shop is the Push Button System (Patent applied for) at the entrance. The interior is unlighted at night, and window shoppers can push buttons to illuminate one or all four interior sections. Lights remain on one minute, then go off automatically. It has been a sensation!

The shop itself, on two 50 x 150' floors, makes a most glamorous setting. Baron's has operated a lamp shop for many years, has now added tables because so many customers want to buy tables first, then "try on" different lamp styles.

Planned for flexibility in display, there are six large movable fixtures plus the permanent wall installations. The latter are pierced with numerous slots, through which lamps are plugged into hidden sockets, so no wiring need show. The slots also accommodate individual hang-up, burlap covered brackets spaced as desired to hold different sized lamps (see photo).

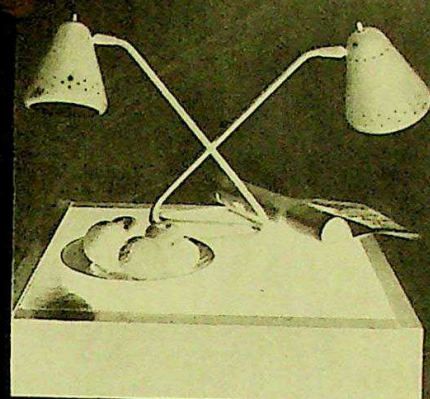
Assortments are tremendous in modern, Early American, provincial and traditional styles of lamps (\$3.50 to \$850.00), shades (\$2.50 to \$75.00), and tables (\$29.50 to \$350.00). And service is just as broad! Baron's is known as the shop that "does anything to or for a lamp." They will go out to the customer's home, advise on lamp and table arrangement for lighting efficiency or decorative effect. They refinish, remodel, interchange separate lamps and separate shades, use customer's own fabrics for shades, . . . provide the special kind of service that draws customers to a highly specialized shop.



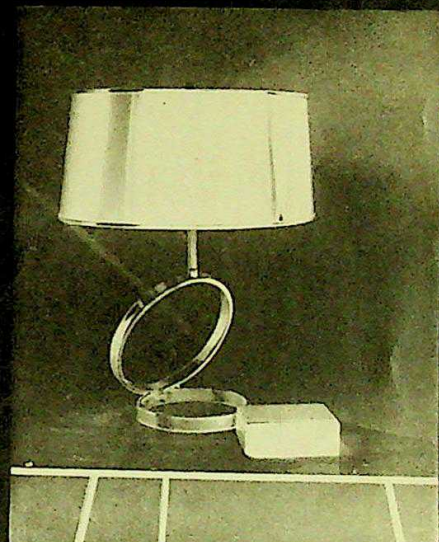
In recent years the design of lamps has improved enormously. Not only can you have them in any style you fancy, traditional or modern, but you will also find them doing a better lighting job than they used to. Some have built-in reflectors so they throw light onto the ceiling. Opaque shades direct light both up and down. Translucent shades diffuse light over a wide area; they will illuminate a corner or entire end of a room. Three-way switches make it possible for you to step up the light that a single lamp gives you, from medium, for general use, to intense for special purposes such as reading and sewing. Because sharp contrast tires your eyes, lamps are most effective and restful when they are used in conjunction with general lighting (shown on pages 156 to 159). We have learned that a single bright light in a dark room puts an undue strain on your eyes and so it is desirable to augment your concentrated lamp-light with diffused, over-all lighting. The lamps on these two pages are all distinguished by the excellence of their design. In addition they offer various types of light, direct and indirect, for your rooms. Remember that modern lighting can be built into the most traditional lamp just as easily as into a contemporary one. When you shop, look for good lighting combined with good design.

All prices approximate

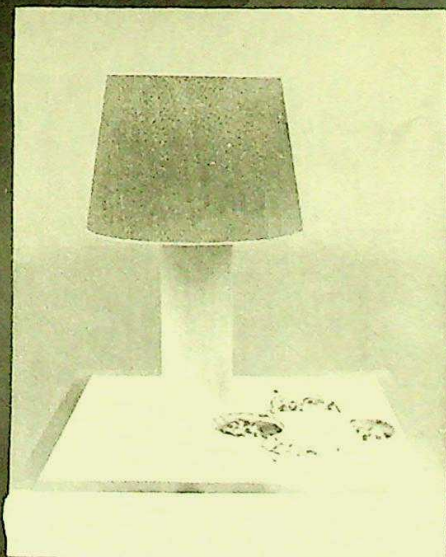
More lamps, page 202



DOUBLE-ARM desk lamp with movable reflectors on a stationary base is made in five H&G colors. By Kurt Versen, \$24 at L. S. Ayres, Indianapolis.

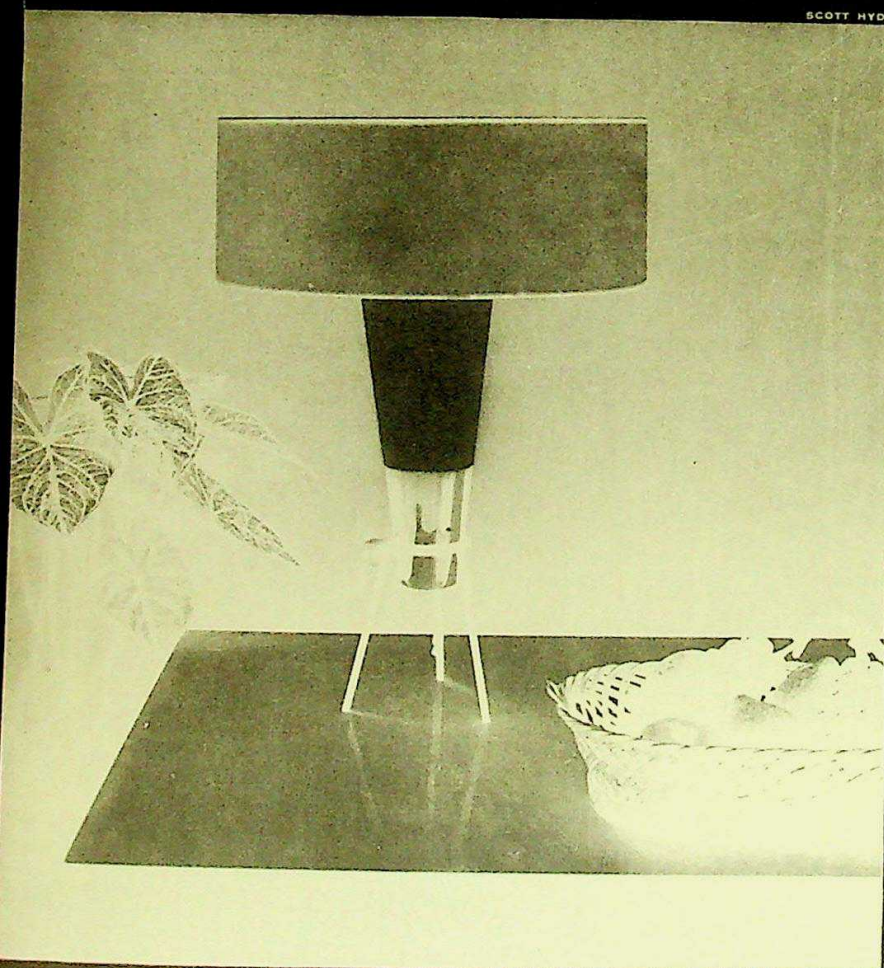


SHADE in Hot Chocolate brown is mounted on double wedding ring of polished brass, 24 1/4" over-all. Mutual Sunset, \$30 at Carson Pirie Scott, Chicago.



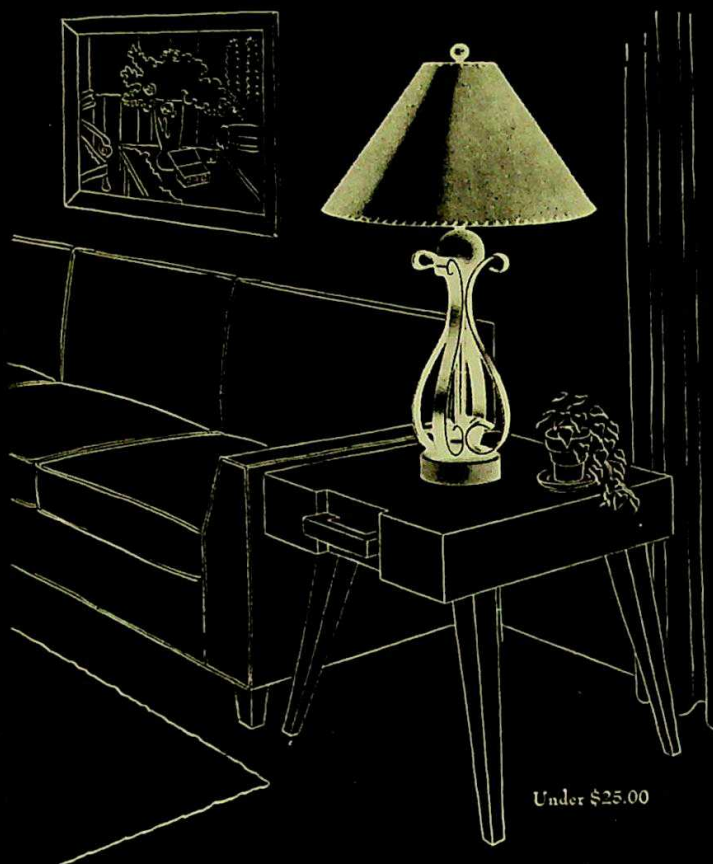
PLASTIC WEAVE SHADE emits soft light from a lamp, designed by S. R. James, with cylinder base of white maple. It stands 22 1/2" high. \$40 at L. S. Ayres, Indianapolis.

SCOTT HYDE



TRIPOD LAMP diffuses light both from the base and through the shade. Supports are of wrought iron; the central cone is made of spun aluminum and plastic. Height: 21 1/4". Designed by Paul McCobb for Raymor, it costs \$17.50 complete at Modernage, New York.

'suasive Modern
...beckons you!



Under \$25.00

LAMPS and SHADES

by Verplex

A surprising selection of occasional lamps affords
a rare opportunity to browse where the persuasive
modern influence permeates all things beautiful.

AT LEADING DEPARTMENT STORES AND WHEREVER BETTER LAMPS AND SHADES ARE SOLD



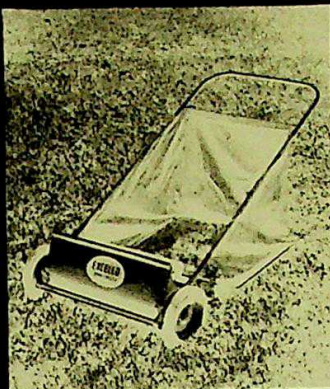
THE Verplex COMPANY

at Essen



Connecticut

WORK-SAVERS FOR GARDENERS



Here's a way to "rake" leaves fast. Brush adroitly while leaves off grass at any height. Available in teeny courts, Heinke & Co., Springfield, Ill.



To get rid of crabgrass, dump "Scutt" into a "Scutt" plant-feed spreader and treat your lawn. Both by O. M. Scott & Sons, Marysville, Ohio.

PHOTOGRAPHS BY GOTTSCHO-SCHLEISSER



Why struggle with heavy bales of peat? New 1-bushel carton (in "Gardenier" cart—Inland Steel Co., Minneapolis) and plastic-bag pack by Premier Peat Moss Corp., New York. (Continued on page 231)

Cannon Shopping Guide

You'll find Cannon's "Grand Manner" towels—shown opposite—featured at better stores, including:

ALBUQUERQUE

Kistler, Collister & Co.

ATLANTA—Rich's, Inc.

BALTIMORE—Hutzler Bros.

BOSTON—Wm. Filene's Sons Co.
T. D. Whitney Co.

CHICAGO—Carson, Pirie, Scott & Co.

CINCINNATI—H. & S. Pogue Co.

CLEVELAND—The May Co.

DALLAS—A. Harris & Co.

DETROIT—J. L. Hudson Co.

HOUSTON—Foley Bros.

KANSAS CITY

Emery, Bird, Thayer Co.

LOS ANGELES—Bullock's
J. W. Robinson Co.

NEW ORLEANS—D. H. Holmes Co.

NEW YORK METROPOLITAN AREA

Lord & Taylor
McCutcheon's
Meyer Bros., Paterson

PHILADELPHIA

Strawbridge & Clothier
John Wanamaker

PITTSBURGH—Kaufmann's

RICHMOND—Thalhimer Bros.

SALT LAKE CITY—Z. C. M. I.

SAN ANTONIO

Joske's of San Antonio

SAN DIEGO—Marston Co.

SAN FRANCISCO—The White House
The Emporium
City of Paris

SEATTLE—Frederick & Nelson

ST. LOUIS—Famous-Barr Co.

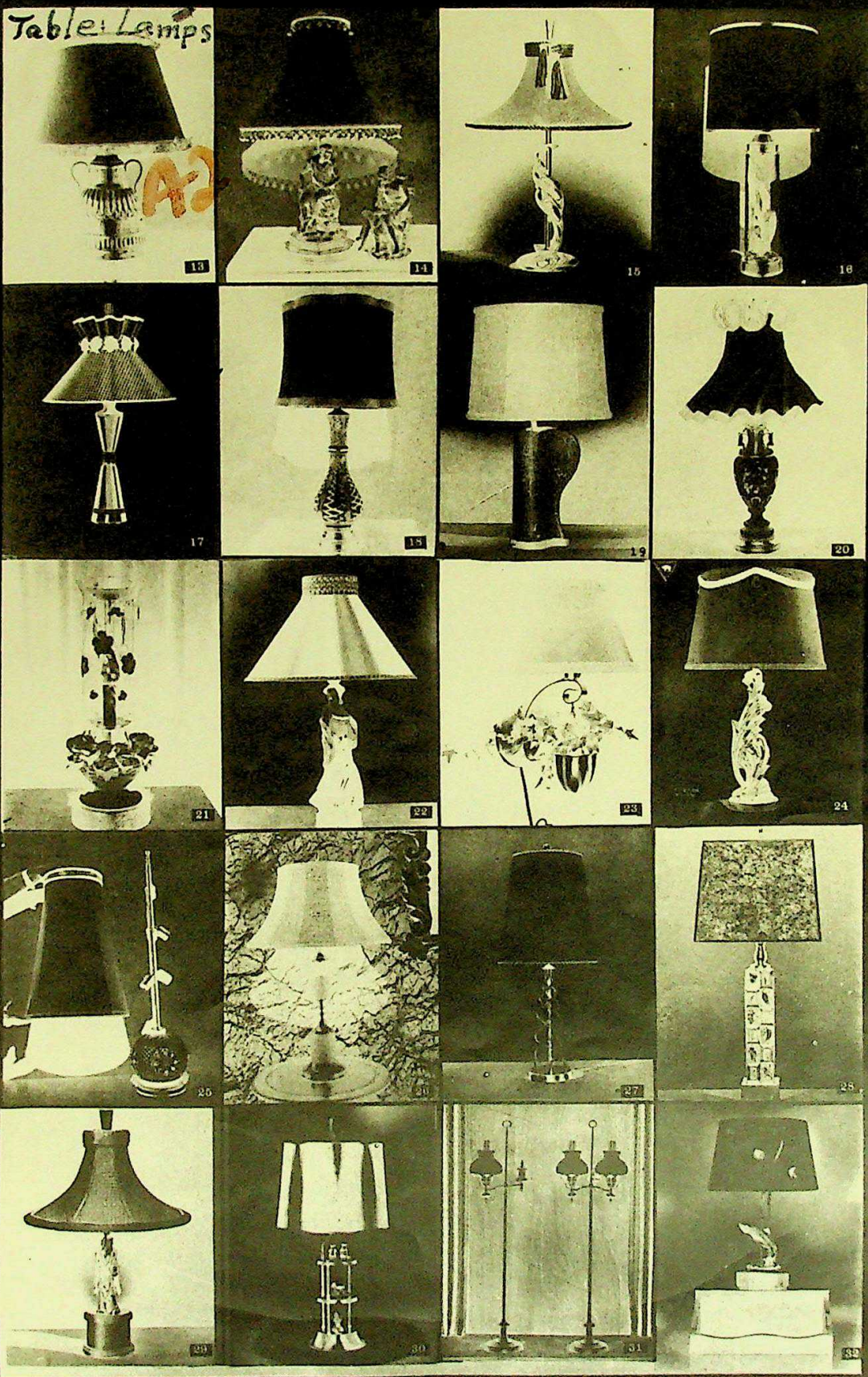
ST. PAUL—The Emporium

TOLEDO—Lamson's
LaSalle & Koch

WASHINGTON, D. C.

Woodward & Lothrop
Julius Garfinckel & Co.

Table Lamps



(13) Goldy Studio, New York; (14) Chelsea Lamp & Shade Co., New York; (15) Betty Lee Copper House, Inc., Los Angeles; (16) Stadel-Newirth, Inc., New York; (17) Allagasin Industries, Inc., Nashville, Tenn.; (18) Lull Co., Inc., New York; (19) Sculptured Lamps of California, Santa Monica, Calif.; (20) S. Saxe Co., Philadelphia; (21) Robert Abbey, Inc., New York; (22) The Mario Co., Cleveland; (23) LaSalle Lighting Products, Inc., Buffalo, N. Y.; (24) California Art Co., Los Angeles, Calif.; (25) Mario Mfg. Co., Inc., New York; (26) Advance Lamp Co., Chicago; (27) Lightoller Co., New York; (28) Plymouth Lamps, Inc., New York; (29) Lowes of Pasadena, Pasadena, Calif.; (30) Midwest Lamp Co., Milwaukee, Wisc.; (31) Calpa Products Co., Philadelphia, Pa.; (32) Savage, California, Los Angeles, Calif.

16154

7 lbs 6 oz Lump

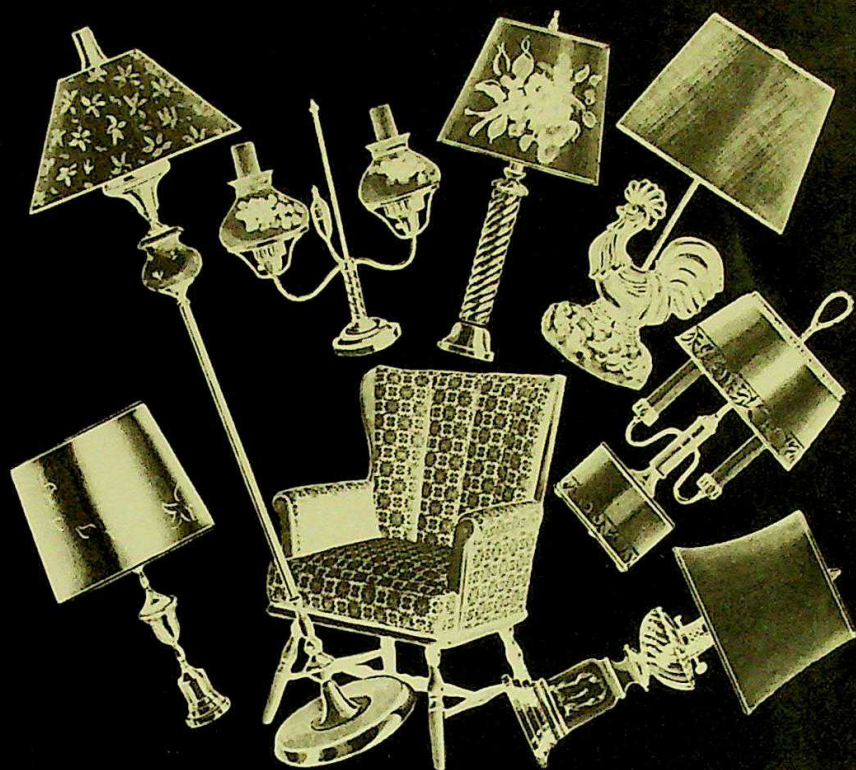
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under glass; bronze, silver, polished pewter, brass in formal classic columns, candelabra, ormolu work; formal versions of tole; tooled leather; woods such as mahogany, that repeat the furniture woods of the period.

Early American & Provincial: Here an informal air prevails, harmonizing with the maple, pine styles of furniture, the quaint prints and homespun fabrics. You can display and sell font and hurricane lamps in clear, colored or milk glass, alone or combined with wood, china, brass; colorful (sometimes stylized or whimsical versions) birds, animals, florals, people, in pottery or composition; pewter and brass in reproductions of old utensils (tankards, fire lighters, student lamps, candlesticks); tole candelabra, canisters; maple, fruit-wood or walnut columns, candlesticks.

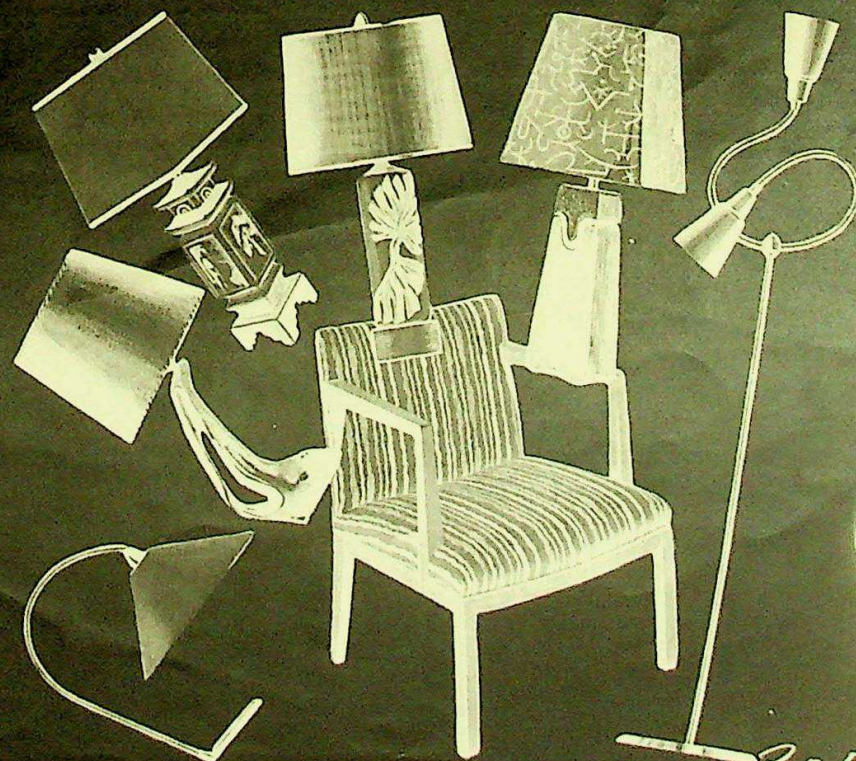
For modern: Ceramics play an important part in modern lamp design, in styles from smooth, high glazes in subtle or vivid tones, to dull finish textured effects. Colors are solid or variegated effects obtained by many new developments in glazes. They are used in many forms (abstracts, columns, animals, heads, figures, leaves, Chinese and other oriental motifs and figures). Painted composition is also used in many of the same forms. Wood in columns, twisted columns, pedestals, carved figures and abstract motifs is utilized so as to bring out the true natural beauty of wood grain and color. Birch, light maple, oak and some of the exotic woods are popular. Adjustable functional styles come in metals, polished or color-enameled, sometimes combined with wood.

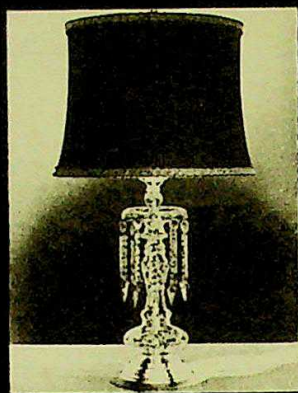
When lamps are spotted among furniture displays on the floor or in windows, they should be most carefully selected for appropriateness of style. They will appeal to customers who have just bought furniture and need lamps, and also to customers who, by seeing the correct style of lamp on display, are made to realize that their old lamps at home are wrong with the style of the room. The lamp department itself can use this guide in training salespeople to suggest the correct type of lamp to the customer. Inquiries should always be made as to the type of room for which the lamp is to be bought, and the customer then shown a selection in the right style. Sales time can be saved and the customer quickly satisfied by this simple procedure.



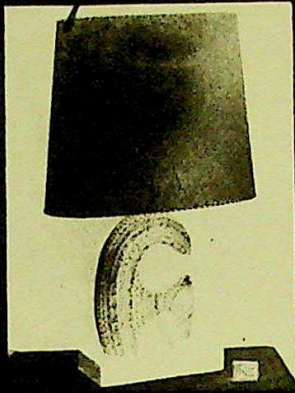
Early American and provincial: Polished brass candlestick with pierced foil shade; brass with sprigged china font, chintz shade and glass hurricane; brass and decorated milk glass student lamp; milk glass column with floral shade; colorful comp rooster and fabric on paper shade; tole candelabra with metal shade; swirl glass font with antiqued brass key and mounting, decorated china base and stretched fabric shade. Typical of the best selling styles for Early American and provincial decorative schemes.

Modern: Adjustable desk lamp with swivel sockets, fabric-on-paper shade; abstract ceramic with colorful high glaze, laced plastic-and-Fiberglas shade; Chinese pagoda motif with harmonizing cut-out wood base; colored, raised tropical leaves on textured pottery column, grass cloth shade; ceramic and wood combination, with shade of modern print; another adjustable functional type has brass standard, color-enameled metal goosenecks and bullet shades. Typical of popular styles for the contemporary room setting.





Imported pure lead cut crystal, polished prisms, silver base, 2-light. Gray & silver on white silk shade. \$148. Paul Hanson.



"Minotaur," sgraffito on matt finish ceramic, 6 colors, #1601. Wood base, Synpun oval shade. \$69. By Potters of Wall Street.



Brilliant cardinal red birds and green foliage on black ground. 32" overall. Brass cap, mount. \$80. w. shantung. Rampton Ware.

N. Y. LAMP SHOW HIGHLIGHTS

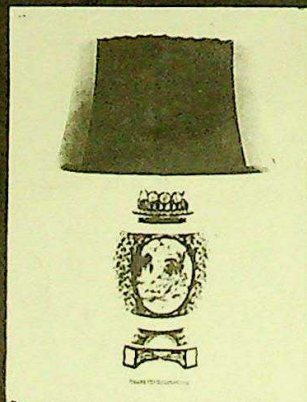
Best-sellers from the Show are arranged by popular and luxury price lines for your convenience in meeting your own buying requirements.



Gleaner, 38" overall, of a pair. Bisque finish, pale green, gold, ivory. Pure silk shantung egg-shell shade. \$85 ea. Chelsea.



Capodimonte turq., pink, green, white, gold pierced porcelain. Silk shantung shade. 35" overall. Brass mt. Lamps by Dudley.



Ado Balzano #21/1041 white with green & gold, handpainted scene. Handmade brass mount, 16" eggshell shade. \$71. Vic T. Bruhn.

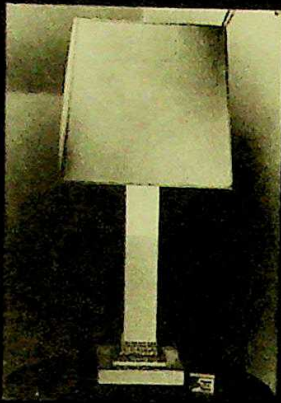


Imported French porcelain, gold on white; handmade brass mount. From a new group. Swag draped shade. \$78.50, #5004. Taube.

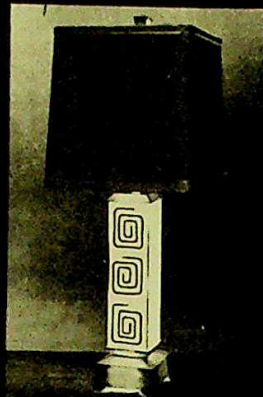


Marquetry inlay in exotic woods, 12x12x5", black lacquer outside mahogany molding. Silk shantung shade. \$124. By Andrew Szoce.

Prices quoted are approximate retail. For further information write Editor, HOME FURNISHINGS MERCHANDISING



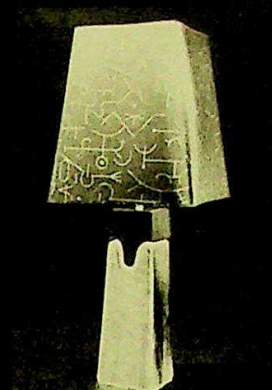
Leather with molded metal trim. Red, brown or green; hand-stippled square shade to match with gold. \$35 Carre.



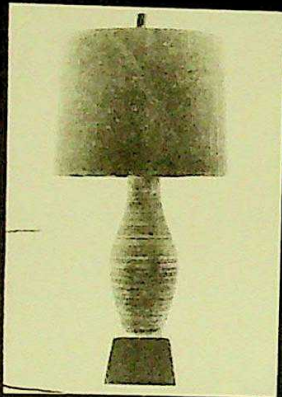
Bottle green glass, with gold. Green & gold handrub wood base. 34" h., reflector, \$39.50. Lightolier.



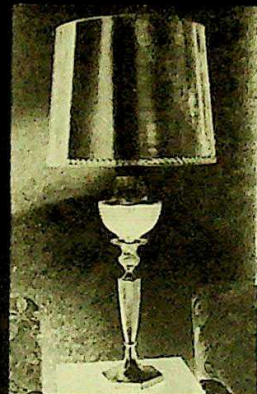
Hand tool embossed, hand-painted in England on saddle tan leather. 26" h. 11" deep. \$39.95. Mario Mfg.



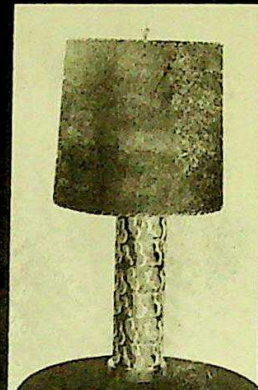
Textured ceramic and wood base, 6 color combinations; \$13.50. Shade available in other materials. Richards-Morgenthau.



Flask lamp w. reflector #811, 5 colors textured pottery, wood mtg., 33" h. paper or fiberglas shade. \$45.00. At Mary Ryan.



Soft gold finish brass, hunter green glass font, 36". Deep drum shade, brushed gold w. braid. \$46. Lulis.



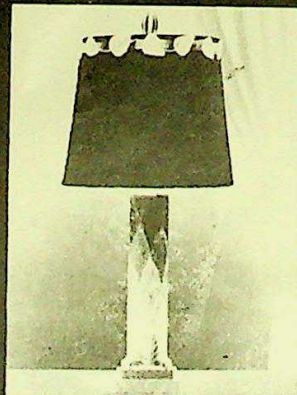
Wallpaper rollers, 2-of-a-kind, spun glass shades in color. 33" overall, \$49.95 each. Diff. colors. Dunhill.



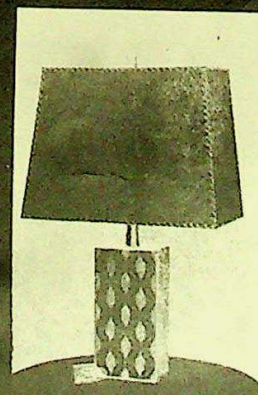
Certified lamp from decorator group. CB8524, carved china, gold & ivory. Shantung. 31", \$55. Rosenfeld.



Green Bristol style glass with white and gold decoration. 33" tall. #330550. This or other style shades. \$55. Esterman.



Hand-painted glass column in green tones; velvet leaf applique on shade. 2037D4, \$59.50, 32"h. Weissman.



Imported inlaid wood bases, fiberglas shades. In beige tones. #10391, \$63. From Products from Sweden, Inc.



"Roman Cameo" #310, bisque fin. china, lilac & white, Medallion in relief. 33" overall. \$65. Van Cleff.

Prices quoted are approximate retail. For further information write HOME FURNISHINGS MERCHANDISING, 1170 Broadway, New York 1.



PATENT OFFICE

MAR 13 1950

DESIGN DIVISION

PAUL HANSON CO., INC.

HOME FURNISHINGS
MERCHANDISING

NEW YORK
MARCH - 1950

CHICAGO

P

D48-20.R

91

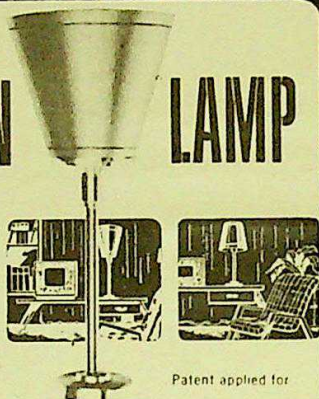
Distinctive

FLOOR AND PIN-UP LAMPS

POLISHED BRASS
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AND TOLE FINISH**J. Schaffer**
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20

A-2

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Cleveland 14, Ohio

Patent applied for

Rosenfeld Takes Pension Plan Post

At a meeting of the Pension, Hospitalization and Insurance Plan for the portable lamp and shade industry, Laurence Rosenfeld, of L. Rosenfeld & Co., Inc., was elected treasurer. Mr. Rosenfeld took the place of Benjamin H. Hyman, of J. B. Hirsch Co., who resigned because of his numerous activities as president of the New York Lamp & Shade Manufacturers Association, and his business. Mr. Hyman will continue to serve, however, as one of the employer's representatives on the committee.

Kayess Products Moves

Kayess Products, manufacturers of lamps and shades, have announced the opening of their new factory and showrooms at 2417 Pitkin Avenue, Brooklyn 8, New York.

*We are pleased
to announce
our removal to*
LARGER QUARTERSAT
2417 PITKIN AVENUE
BROOKLYN, N. Y.where we will continue to fea-
ture our complete line of lamps
in the Kayess manner**OPAL COLONIAL**Style No. 104. Solid brass and opal
colonial 3-light table lamp. With
hand decorated globe. Lights top
and bottom. Ht. overall 17 1/2".

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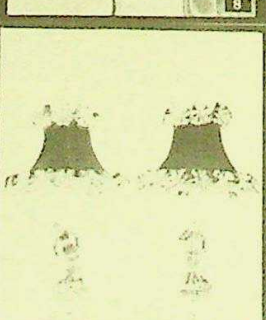
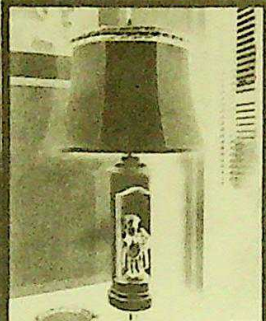
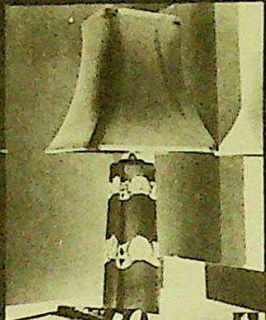
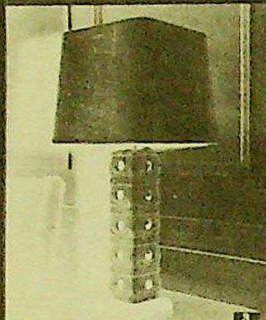
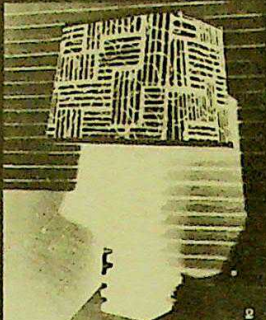
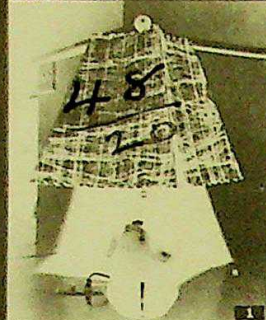
Chicago

PALMER HOUSE

Chicago

HOTEL NEW YORKER

New York



1—Royal Haeger Co., Dundee, Ill., pinch bottle table lamp with shade of polyreed, in bottle green, 23" high, it sells for \$13 retail.

2—Bradley Mfg. Co., Chicago, large notched columns in chartreuse, wine, green and black, 33 inches high. Rectangular shades in fabric. Retail at \$14.98.

3—Mutual Sunset Lamp Mfg. Co., New York, native hand ceramic lamp with hemp shade of calcutta cloth, 32" high. Retail at \$35.

4—Navis and Smith Co., Chicago, decorated china table lamps, 32" high in gray and chartreuse, with satin shades in matching colors. \$14.95 retail.

5—Arton Studios, Inc., Philadelphia, china column on spun brass mounting, with camellia decoration. Overall height, 28". Fabric shade, 16".

6—Chas. Sadek and Son, New York, imported gaily colored figurine in niche of off-white china base, provides color. Tricolor cord highlighting ivory taffeta shade of this bedroom lamp.

7—Benrose Lamp Co., Inc., New York, imported Italian perforated Capo di Monte on filigree mounting, 38". Swirl shade with applied flower.

8—Cordey China Co., Philadelphia, A Madam Clotilde and Natalie French umbrella creation, 29" high. Retail at \$110.

9—Olden Mfg. Co., Trenton, N.J., hand painted leaf design on white china base, highlighted with coin gold trim, 27" high. With drum shade, trimmed to match, approx. \$10. retail.

10—Robert Abbey and Co., Inc., New York, imported figurine lamps, French Colonial in style. Colanese shade with ruching trim. Retail at \$35. a pair.

11—Radiant Lighting Fixture Co., Inc., New York, lamp in oxidized silver, French gold or antique brass. Antiqued metallic parchment shade on 8" reflector.

12—Lullis Company, New York, glass fount lamp on gold fount base with key fitting, 34" skirt shade of crushed velvet. Retail at \$135.00.

13—L. Rosenfeld Company, New York, Certified lamp with ivy leaf decoration and shantung shade. Retail at \$24.95.

14—Melrose Lamp & Shade Co., New York, marbleized china lamp with Colonial Watteau design in 3 colors, 22k gold trim, 17" elastic shade with raven box ruching. Retail approx., \$6.95.

15—Claray Products, Inc., New York, cactus wood base on lacquered black mounting, 31 in. high with free form shade, 21 inches.

16—Lightfolier, Inc., New York, modern hourglass of polished brass tubing and bleached wood base and top piece. Natural color parchment shade topped with Chinese red, 28" high. Retail approx., \$17.50.

17—Richards - Morgenstau, New York, lamp with wood base on tubular feet designed by Paul McCobb. \$39.50 complete retail. Shade in fabric or Polyplastic. In natural or black oak or walnut.

18—"Vic" T. Bruhn Co., Philadelphia, "Ado Balzano" lamp, all white trimmed in green, with hand painted scene on front and back panels. Mounted on gold-plated, hand-made brass mounting, 16 in. drum shade.

19—Raytomic, Inc., New York, hand painted Colonial lamp, floral decorations and antique fired finish. Height, 29 1/2 inches. Solid cast brass base.

20—Aladdin Industries, Chicago, hand fired ceramic decorated base with matching shade, 30". Retail at \$9.95.

21—Abbey - Orner Lamp Co., Inc., New York, china lamp in gold, green, wine and white, 27" high. Parchment shade, 14". Retail at \$5.95.

22—Kolto Art Products, Inc., Brooklyn, oak or oak and mahogany in contrasting colored woods, shade flat at back so lamp can be placed against wall, seven degrees of light, \$35 retail.

23—Portalamps, Inc., New York, winged dragon lamp on finely glazed ceramic in antique grey, green or doekin with green highlight. Shantung on parchment shade. \$27.95 approx. retail.

24—Soldon Products, Inc., New York, decorated porcelain china lamp, approx. 31" high with 19" "Polydoodle" shade.

25—Crest Company, Chicago, collector's item Royal Doulton vase with solid brass hand chasing (c. 1870), 38" high, with hand-decorated shade.

26—Lightmakers Inc., New York, enameled column with satin brass leaves applied, satin brass trim, 3-way socket, 16" parchment shade to match column in red, green, chartreuse, 29 1/2" overall height.

27—Robert Lawrence, Detroit, combination dresser and makeup lamp with grained lime oak base, brushed brass tubing, deep core fiberglass adjustable shade, 36" high. Retail at \$39.50.

28—Wilmar Company, New York, china table lamp with hand painted feather decorations in chartreuse, gray, green, ivory with matching shades, 30" high. Retail at \$30.

29—Goody Lamp Company, New York, imported Czechoslovakian overlay lustre lamp in rose, 33" high. Shantung shade, 18 inches. \$70 retail.

(Continued on page 78)

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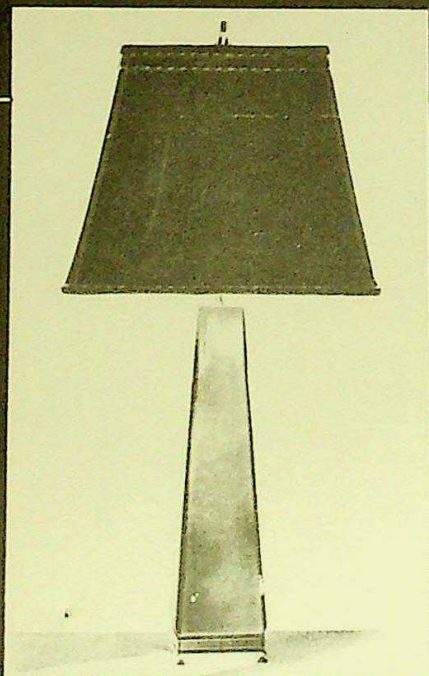
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1950

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CHICAGO GIFT SHOW

Jan. 30-Feb. 10 • Palmer House

NEW YORK GIFT SHOW

Feb. 20-24 • Hotels Statler and New Yorker

BOSTON GIFT SHOW

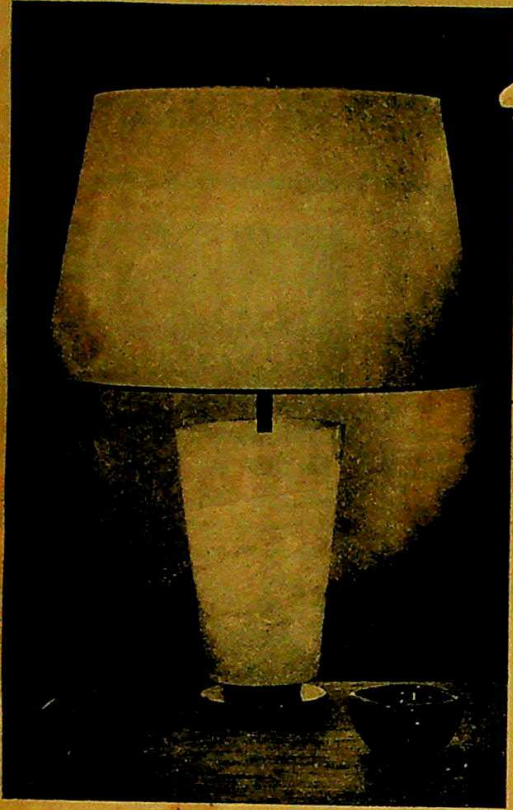
March 6-10 • Hotel Statler

PHILADELPHIA GIFT SHOW

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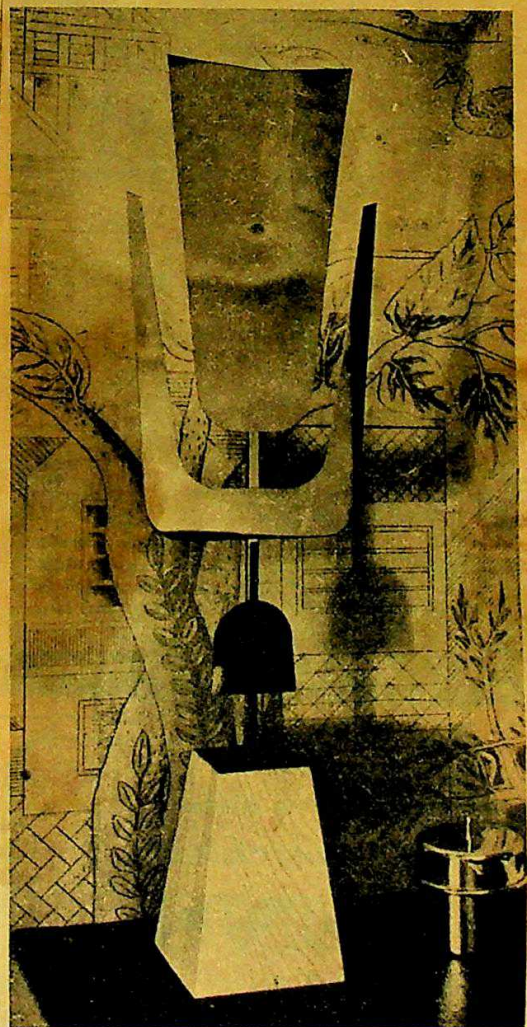


A bulb illuminates a translucent alabaster lamp base from Today's House.

34

RETURN TO
DESIGN DIV.

A-2



Shiny brass cut in a flower-like form to make an odd dramatic lamp at Charak.

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

48
20

A-2



PATENT OFFICE

DEC 5 1949

DESIGN DIVISION

Paul
Hanson
Co., Inc.

New York
Chicago

Home Furnishing
Rec. 1949

Table Lamps

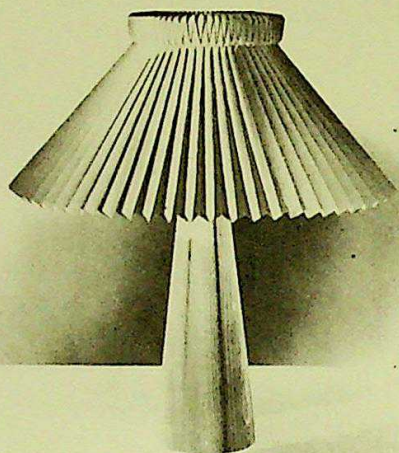
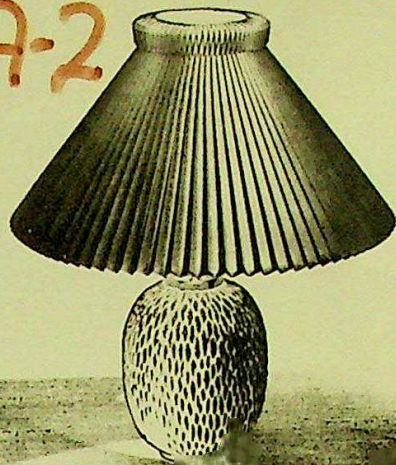


Table Lamps

At Left: To a graceful pitcher-like base, we've added the lovely Le Klint shade, to bring into a being a lamp that makes a wonderful gift.
No. 221. \$ 19.00

At Right: Gentle and decorative base, with magnificent design, and our own Le Klint paper shade, in soft and pretty colors.
No. 222. \$ 32.00

A-2

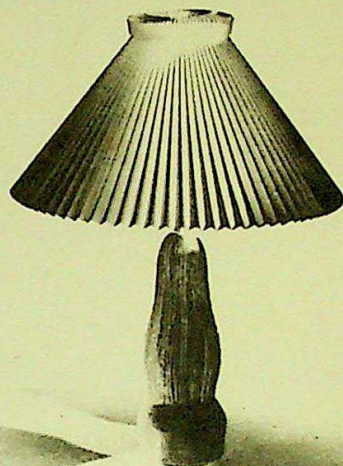


At Left: Wooden base that tapers upwards to meet the paper shade, in soft natural tones that blend so well in the home.

No. 223. \$ 23.75

At Right: Natural terra cotta finish, this lamp has a truly modern feeling, and will make a wonderful gift indeed.

No. 224. \$ 20.00

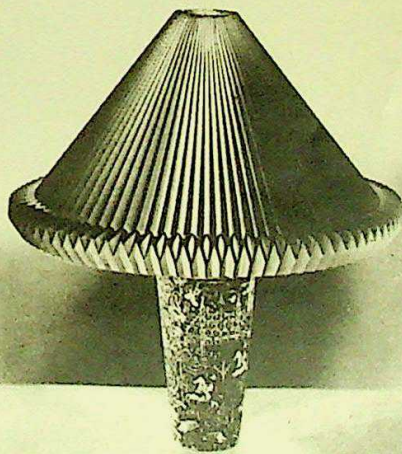


At Left: Little china roosters and blossoms — in whitest white, on a soft tan background — makes this graceful lamp a little gem.

No. 225. \$ 23.50

At Right: A wonderful vase, this — with its colorful hunt scene motif and perfectly wonderful Le Klint shade.

No. 226. \$ 30.00



All lamps illustrated on these two pages are made from bases we have imported from the Scandinavias. They reflect that originality of design, color and execution that is so properly associated with the best in Swedish Modern. Each one lends a lovely decorator's touch to the home, and they make gifts of surpassing beauty.

The shades that have been shown with these lamps are exclusive imports, made by Le Klint, of heavy parchment-like paper. Their versatility is best shown on Pages 20 and 21 of this catalog, and we suggest that you shop these pages too when you wish to find gifts with a little different flavor to them.

When ordering, be sure to state catalog number and price.

Bonnie's Gifts
Recd. Nov. 29, 1949

A-2

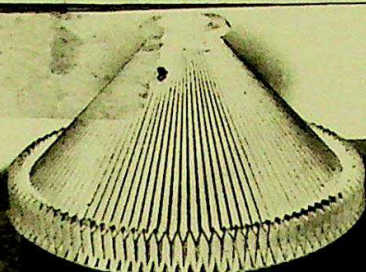
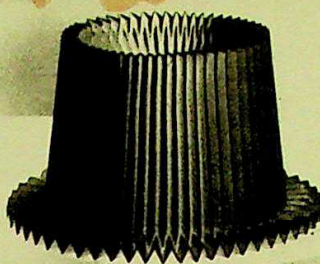
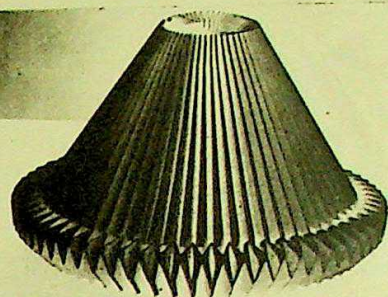


Table Lamp

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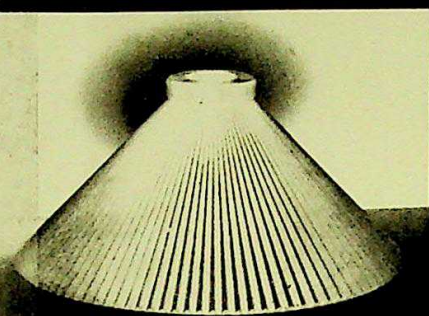


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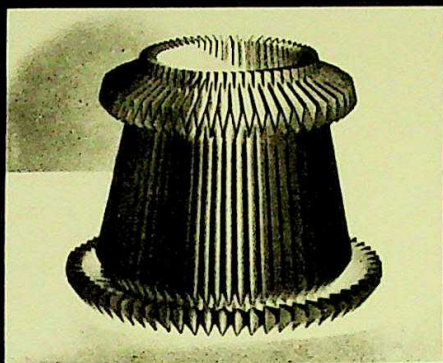


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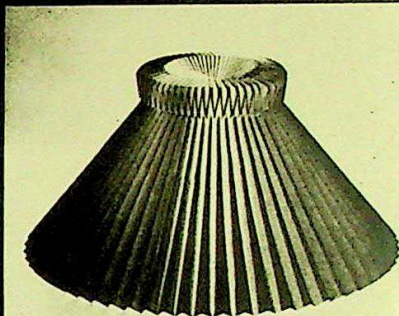
From a country long and justly famed for its originality in design and manufacture, we're pleased to bring you these amazing new Le Klint accordian pleated lampshades. Available in a variety of sizes and pastel colors (as described below), please note that each shade can be easily adjusted to any one of four different styles. Thus, you really have four shades in one.



D

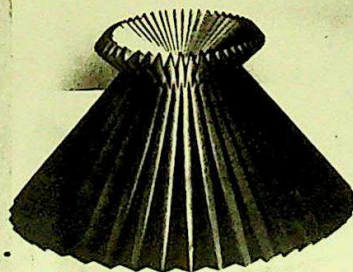


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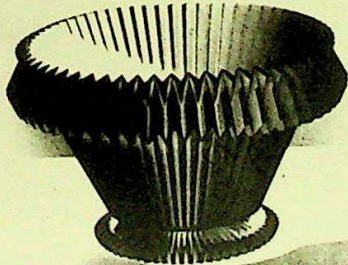


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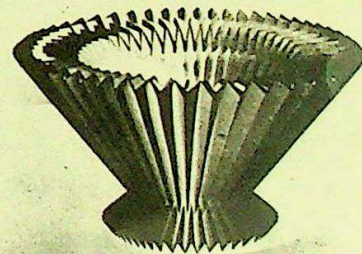
All shades illustrated on this page can be ordered in any size in the following colors: FOR PLAIN SHADES -- White, Light Green, Blue, Light Rose, Coffee, FOR OILED SHADES -- Rust, White, Blue, Red, Brown, Yellow. Use these shades to suit your mood -- or lighting fixture... a soft pastel for the bedroom, a soft brown for the living room, a jaunty yellow for the breakfast nook.



G



H



I

PLAIN SHADES:	No. 174, 7" ...	\$ 4.50	No. 175, 8-1 2" ...	\$ 5.00	No. 176, 10-1 2" ...	\$ 5.50
	No. 177, 12-1 2" ...	\$ 6.00	No. 178, 13-1 2" ...	\$ 6.50	No. 179, 15" ...	\$ 7.00
	No. 180, 16-1 2" ...	\$ 7.50				

OILED SHADES: SIMPLY ADD \$1.00 (one dollar) to the prices listed above.

IMPORTANT Ordering instructions for lamp shades

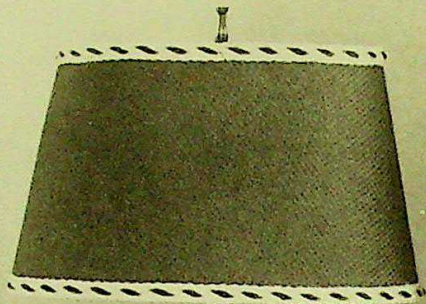
1. Select the lamp shade style you wish to order by specifying the letter printed directly under each shade style shown on this page. (For example "A" or "B")
2. Specify the size you prefer by stating the catalog number. (For example: 174 represents the 4 1/2" size.)
3. Specify your color choice.
4. If you wish to order the oiled paper, add \$ 1.00 to the catalog price shown.
5. Be sure to include all of the above information.

Bonnie's Gifts - Red No. 291949

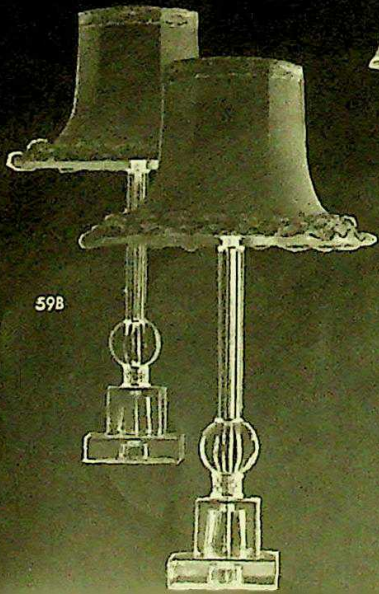
page 17
Scandinavian Arts and Crafts

100

polished
 with gold
 16.95
 style
 16.95
 glass
 Match-
 14.95
 lighting
 over part
 drum
 19.95
 19"
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 16.95
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 10.95
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 15.95
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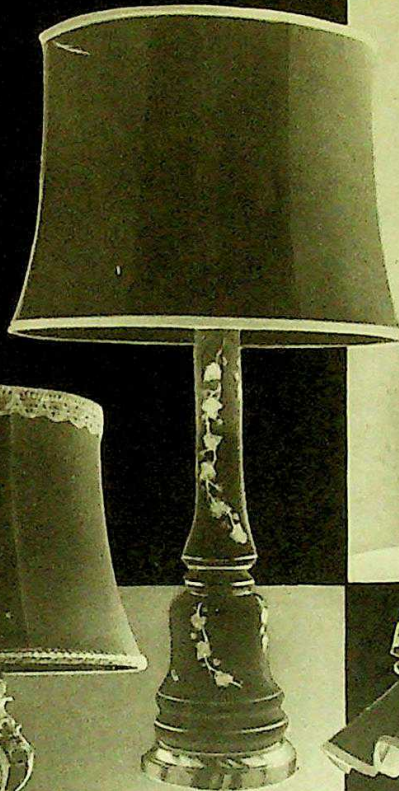
59A



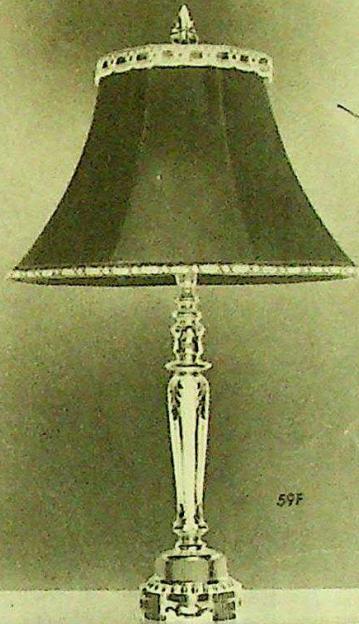
59B



59C



59D



59F



59E

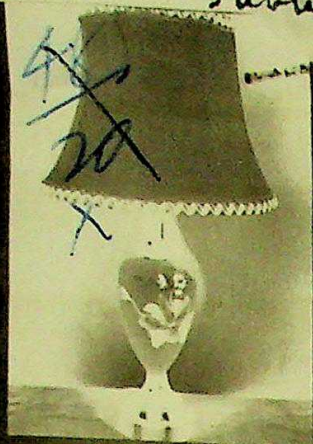
48
20



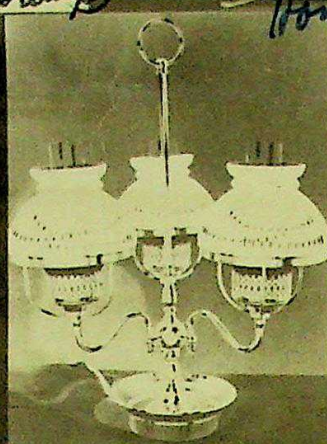
Hecht Co. Catalog
 1948

Table Lamp 59F

Pg. 59



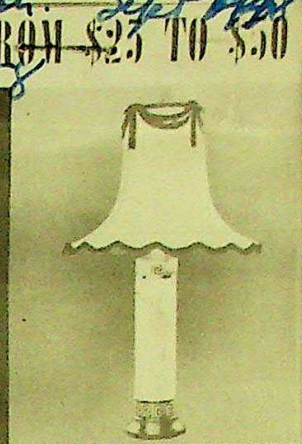
Hand-decorated china urn in choice of 4 attractive color combinations: celadon or ivory on green, wine on maroon and ivory on yellow. Brass base and braid trimmed hand sewn rayon shade. 29" h., \$29.50. Lulis.



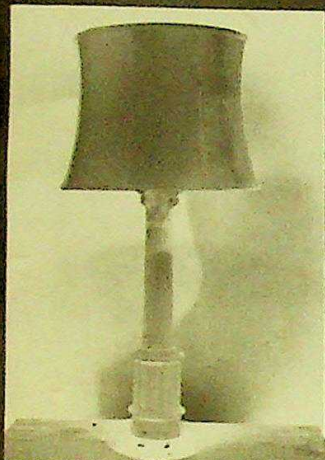
Three arms is a new feature of the popular student lamp style. # 1014-I, illustrated, measures 21" overall and is of solid brass. Opaque glass shades in choice of yellow, green or red, \$30. S. P. Skinner Co.



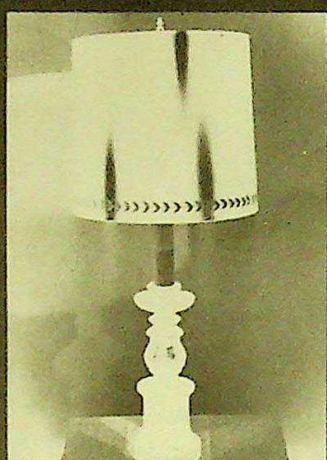
Nancy China base in white, enhanced with real flowers in plastic panel having yellow, blue, pink or beige background. Plastic shade, plastic laced, carries out the same decor. 24" high, \$30. Woodland Art Company.



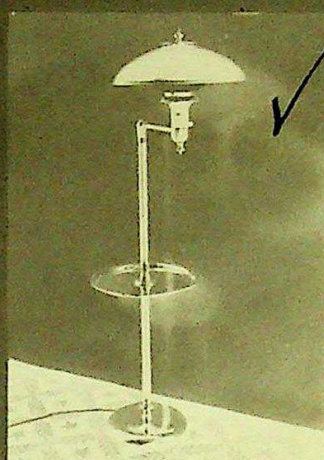
Special switch illuminates white Chinese figure encased in emerald green glass cylinder. Green silk shade. 33" high, \$47.50. Leonardo Lamp.



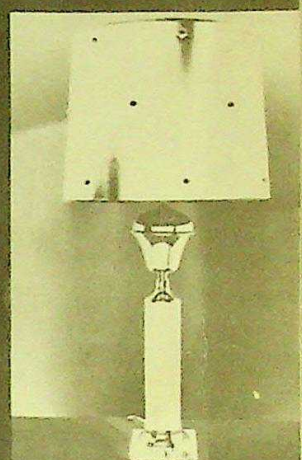
The classic theme attractively portrayed in this tall column in the "Hall China" selection. Comes in canary yellow, celadon, white and spruce green. Overall height 38". Rayon shade, \$29.95. White



Hand-turned candlestick design by Brach-Allen in distressed wood with rubbed wax patina simulating the antique. Heavy parchment shade has laurel band and lining in gold. Overall 30". No. 12, \$37. Sun Glo Studios.



Attractive chairside reading lamp of junior height comes in lacquered brass with useful table ledge. Three-way light has toile shade in choice of green or red finish. Style No. 137. \$37.50. The Herco Art Mfg. Co.

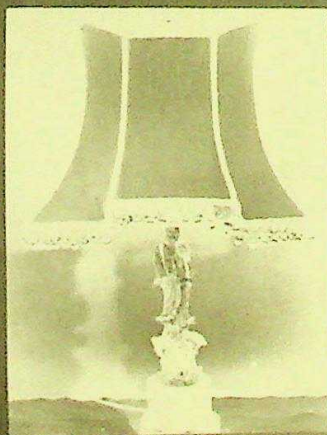


35" overall Regency design in metal with black finish, brass detail mounted on Italian marble. Black parchment shade trimmed with crystal beads, \$39.95. Rite-Glo.

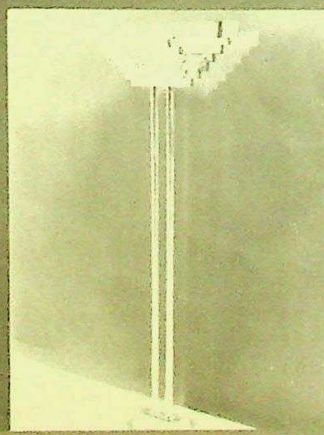
Unique Chinese pewter base mounted on a wood base finished in red. Deep drum shade is of hand-etched tea box paper in silver and red. Height is 26". #1-73, \$45. Goldy Studio.



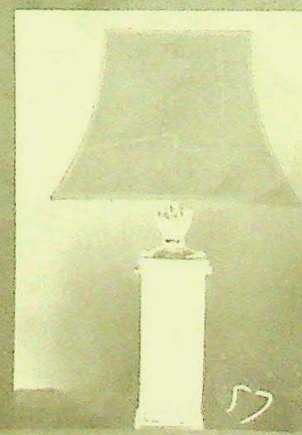
Imported Chinese figure, with Dresden fingers, comes in soft coloring. Black enamel base is gold embossed. Handmade silk shade features imported ball fringe. 26" high, \$45. S. Krasnow.



Handmade brass floor lamp comes with either chromium, copper or brass finish. Modern design gives unusual "waterfall" effect when lighted. #132, \$45. Imperial Lamp Co.



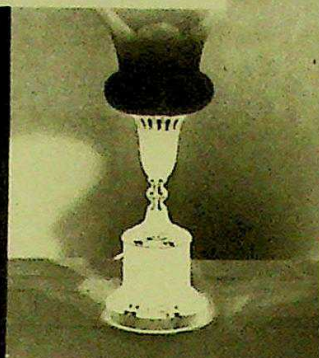
Free-hand decoration on 4 panels of an original design in toile. Finish black or green. Shantung shade, bias covered seams. Overall 31 1/2". \$30. Lande Co.



TO RETAIL FROM \$15 TO \$25



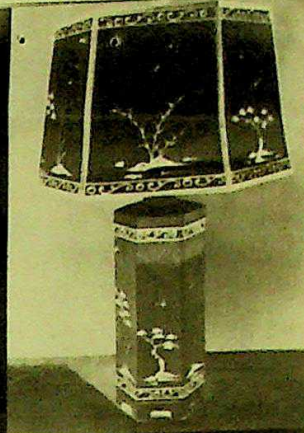
Traditional type china vase enriched with floral decor and choice of ox-blood or green accents. Velvet trimmed rayon shade. 27" high, \$15. H. R. Becker Co.



Modern table model "Torchette" for buffet, mantel or credenza is entirely of brass with red or green tole finish. Comes equipped with Nu-gold glass reflector globe. Overall 18", \$19.95 per pair. Portalamps, Inc.



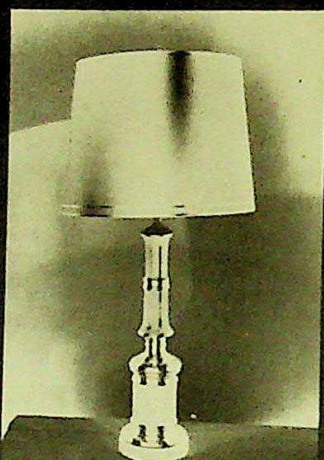
White eyelet embroidery gives a new look to this dainty boudoir lamp. Ceramic base in choice of green, pink or blue has simulated ruffles. Fabric shade in matching colors is eyelet trimmed, \$19.50. Nelson Lebo.



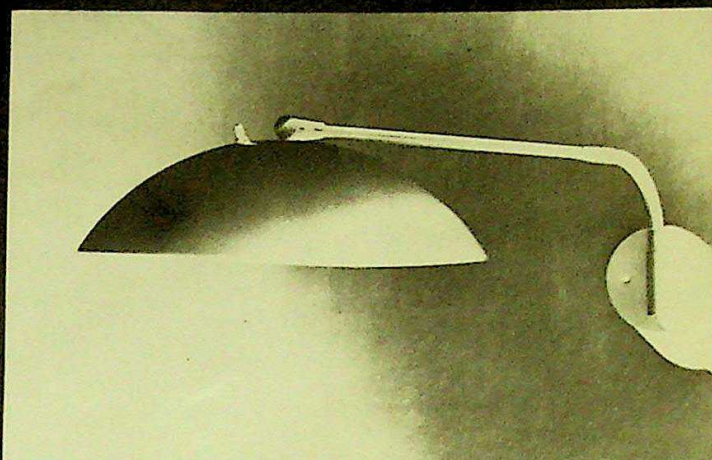
"Chinese Pagoda" design, #C523, available with either red and royal blue embossed decoration on ivory crackle base or blue on white. 27" overall. Hand-painted crackle shade carries out motif, \$17.50. Daison Mfg. Co.



Hand-decorated opal and brass table lamp comes with matching pair of boudoir lamps. 3 pcs., \$19.95. Plymouth.



Chartreuse, gray, green, yellow or maroon lacquer finish on an all-metal column with brass trim. 34" overall. Opaque shade in matching colors. Min. 6 assorted. \$19.95. Godfrey & Wing.



"Convertible" design developed by Kurt Versen for direct or indirect illumination with fingertip control shown in wall bracket, style #9122. All steel construction with gray baked enamel finish, \$20. Gottschalk Sales Co.

Highly glazed abstract ceramic nude in choice of black, chartreuse or white. Equipped with deep opaque shade in matching colors. #2058, 33" high, \$20. Bradley.

English Staffordshire pottery dog mounted on brass base makes a smart decorative accent for theme rooms. Shade is hand-stitched rayon. Subject available in four sizes. Model 1062, 27" overall, \$25. Lipper & Mann.

Prewar line of hand wrought copper bases in a variety of interesting shapes returns. Smart for provincial schemes. Milk pail shown 33" overall comes with Fabritex shade in wide choice of patterns, \$25. Inez Troca.

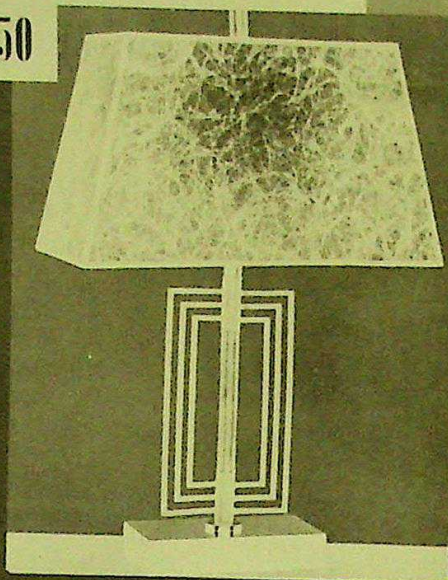
"Stuart China" urn base in choice of celadon, coral, yellow or robin's egg blue is equipped with Mogul socket and 8" reflector. Rayon shade is 18" drum shape. Overall height 30", \$25. Salaxe Inc.



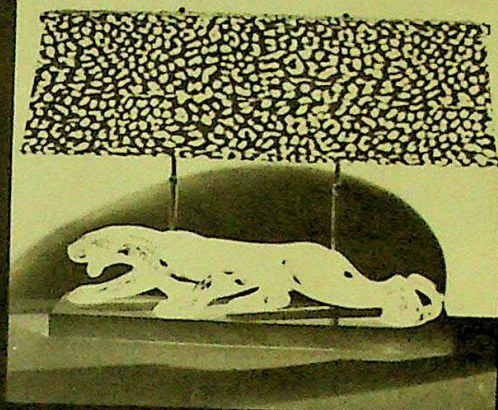
TO RETAIL ABOVE \$50



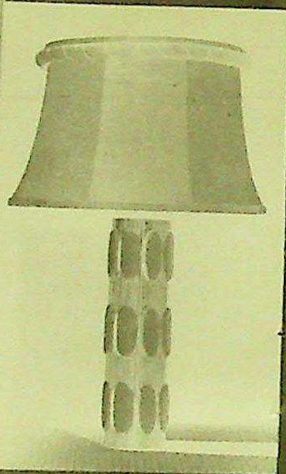
Hand-decorated flowers on white or ivory Italian pottery base mounted on wood. Silk shantung shade, 23" high, \$55. Little Jones Co.



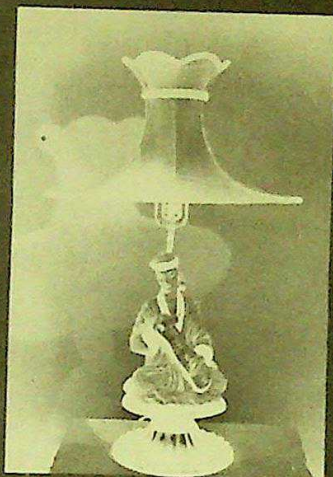
Striking modern design, 30 1/2" overall made of wrought iron finished in black or antiqued red with brass metal parts. 20x10" shade of cobweb plastic. #927, \$49. Otto Guggenheim & Co., Inc.



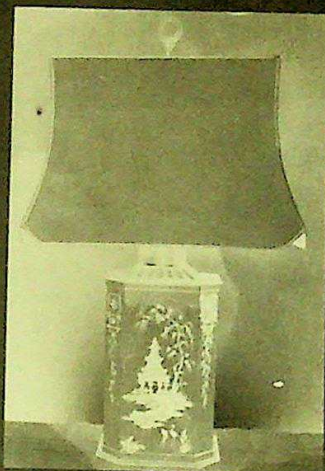
Ceramic panther in rich ebony glaze mounted on highly polished hardwood base makes dramatic decoration in modern settings. Stenciled fabric shade on adjustable brass posts, \$75. Royal Haeger Lamp Co.



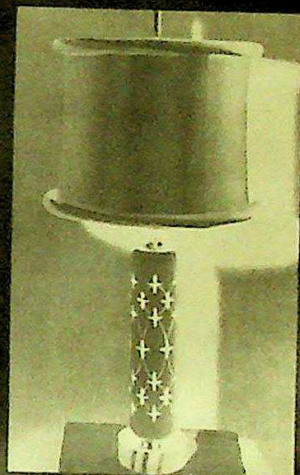
Robert Dorr's ceramic design "Pebble Beach" combines bisque discs on green glazed base. Narrow wale corduroy shade. 36" high, \$75. Wm. H. Fenton.



Handsome Goldscheider porcelain Chinese figure in soft gray accented with turquoise. Fluted carved pedestal. Gray silk shade. One of companion pair, \$85 each. Van Cleff.



Hand-decorated reproduction of Chinese tole canister. Choice of color finishes. 34" high. Antiqued crackle shade lined with gold metallic paper, \$87.50. Eastern Art.



Unusual design in gold on tall white china column for contemporary or traditional rooms. Handmade eggshell satin shade and brass mounting, \$98. Taube, Inc.

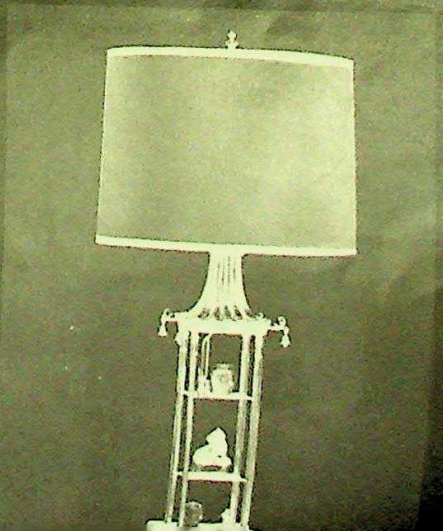
Florentine ceramic rooster mounted on hand-carved pickled wood base enhanced with handmade white silk shade trimmed with ruching. 37" high, \$135. Abels-Wasserberg.

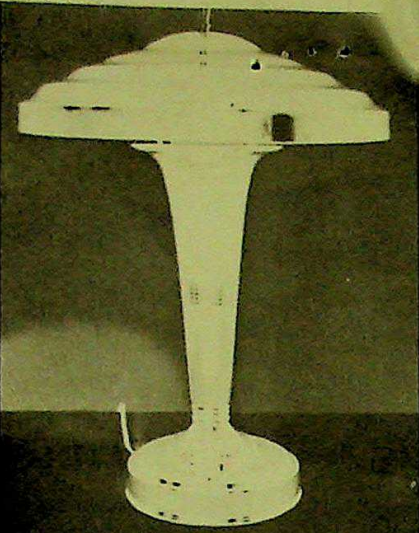


Rich Cape-Di-Monte urn imported from Italy displayed on brass base. 34" high. Decorative braid trimmed hand-sewn silk shade. #16/643, \$139. "Vic" T. Bruhn Co.



Adaptation in antiqued English bronze by Edwin Cole of 18th century design. Ideal for display of Chinoiserie miniatures. Handmade parchment shade. 37", \$150. Stiffel-Bradley.





Functional desk lamp 16" overall of steel with mahogany baked enamel finish. Felt back, weighted base. Harp fixture adjusts to throw light at desired angle. #990, \$3.95. George R. Greenwald.



Novel Colonial spool design in solid maple and brass parts makes a good gift selection from De Graw-Matthews line. Comes with red and white gingham shade, \$5. Florence L. Kay.

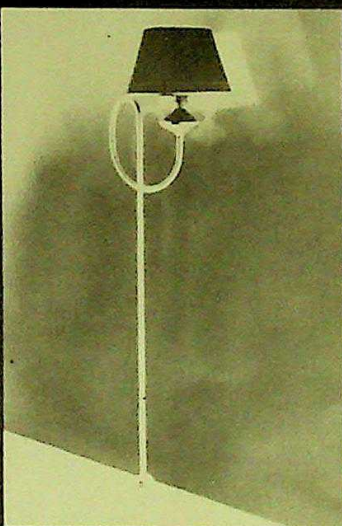
TO RETAIL UNDER \$15



All metal "circle" desk lamp comes in choice of red, green or ivory baked enamel finish. Swivel neck allows tilt adjustment, \$7.98. The Verplex Co.

HIGHLIGHTS OF THE NEW YORK LAMP SHOW

Shown here in four retail price brackets:
under \$15; from \$15 to \$25;
from \$25 to \$50; above \$50.



5' wrought iron floor lamp with a new twist as carrying handle has inside wiring. Comes in gunmetal and red or green tole finishes. \$12. Atlantic.

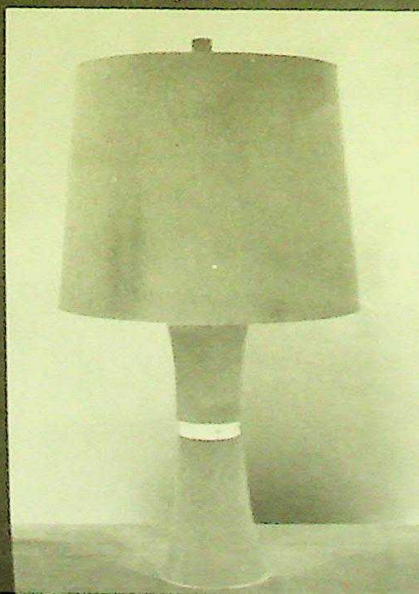


Nursery "Slumber Lamp" 10½" overall entirely of plastic. Revolves merry-go-round fashion without mechanism when lighted. Choice of pastel and bright colors; 3 subjects. \$8.95. Econolite.

Decal decoration on china base in choice of six colors. Cast brass mounting and hand-trimmed rayon shade. 28" overall, No. 4140 comes in minimum of six units, \$13.95 each. Lamperion Corp.

White, coral, yellow, blue, chartreuse or green leather lamp, 22" high, smartly enhanced with gold plated brass link "bracelet." Paper parchment drum shade in matching colors. \$14.95. Mario Mfg. Co.

Classic column in ivory china with gold decor on brass base measures 38¼" overall. 16" drum shade of red textured fabric. \$15. The Murray China Corp.



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48 UXR
20

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Catalog
Mar. 1948

DECORATIVE LAMPS

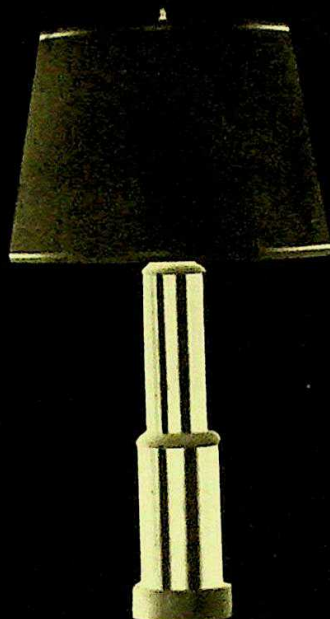
Exclusive with FICKS REED CO.



No. L 171 A — Tole Base with design matching Fabric No. 100.
Shade — Homespun with matching colored bands. Height 27 in. Shade 19 in. diam.

No. L 171 B — Same with Base design matching Fabric No. 101.

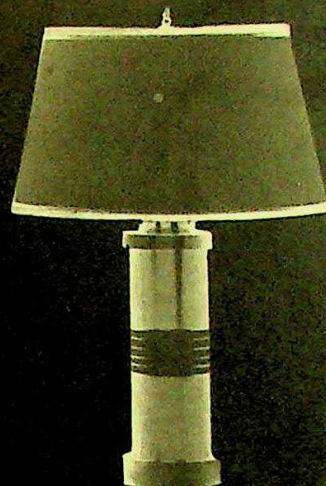
No. L 171 C — Same with Base design matching Fabric No. 102.



No. L 120

Base — Brass with Natural Wood Mountings.
Shade — Choice of Fabric Nos. 570, 550, 520, or 530.

Height 33 in. Shade 18 in. diam.



No. L 187

Natural Wood Base with Tole Cylinder matching Moss Green, Lime, Flame, Citron, or Turquoise.

Shade — Homespun with Trim matching base. Height 27 in. Shade 18 in. diam.



No. L 111 A — Ivory Tole Base with design matching Fabric No. 803.
Shade — Homespun with matching colored bands. Height 27 in. Shade 19 in. diam.

No. L 111 B — Same with design matching Fabric No. 801.



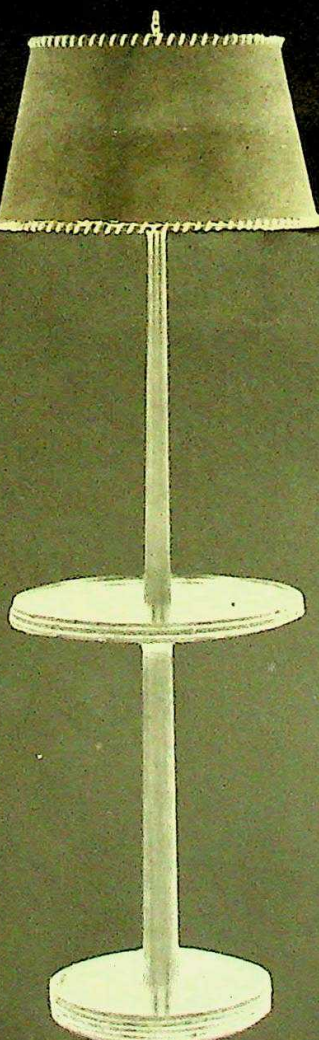
No. L 150 A — Lime colored Tole Base.
Shade — simulated Parchment with design matching Fabric No. 300.

No. L 150 B — Same with Aqua colored Base and design matching Fabric No. 301.



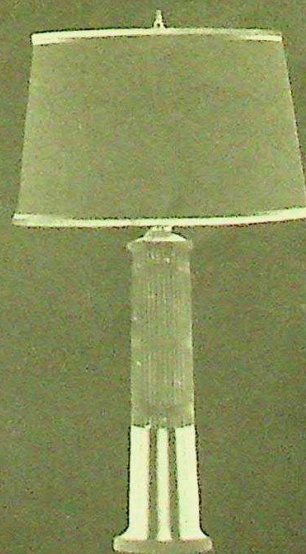
No. L 188

Base — Hand carved Natural Wood Colt.
Shade — Grass Paper with varicolored trim. Height 27 in. Shade 15 in. diam.



No. L 130

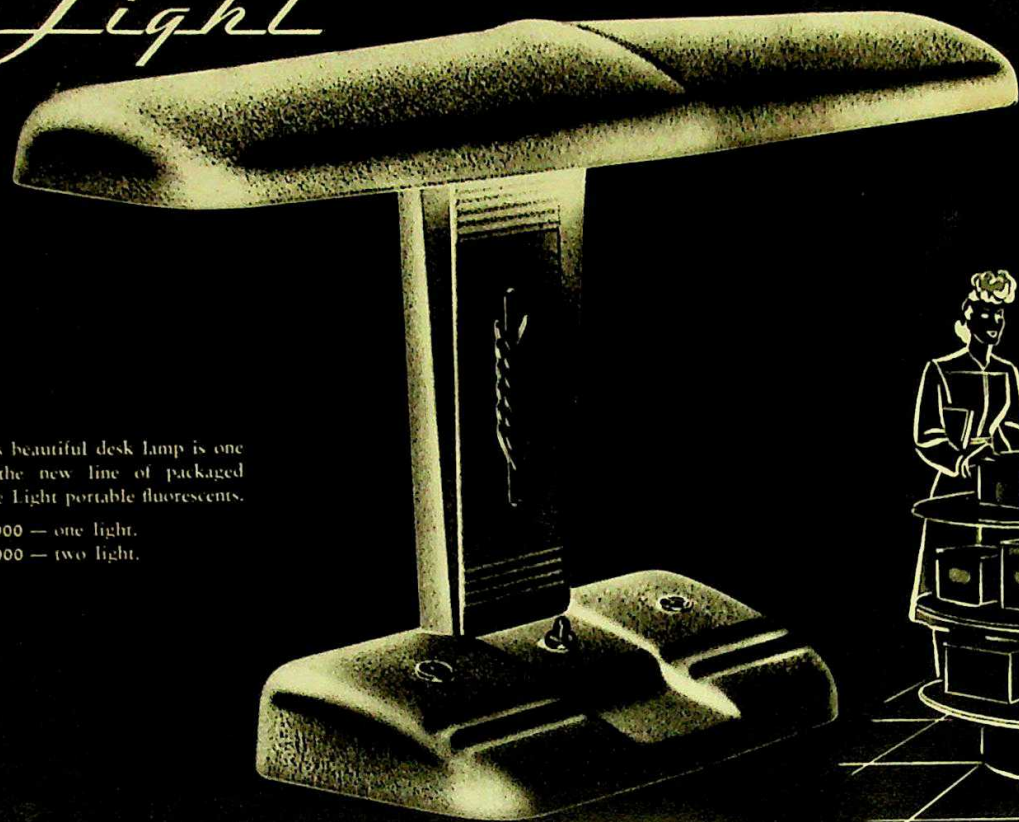
Base — Natural wood with Rattan trim. Shade — simulated parchment faced in rawhide. Total height 58 in. Shade 18 in. diam.



No. L 140

Base — Natural Rattan on Brass Pedestal.
Shade — Grass Paper with Gold Trim.

DE Light



This beautiful desk lamp is one of the new line of packaged Moe Light portable fluorescents.

M1000 — one light.

M2000 — two light.



line of fast-selling traffic items

These packaged lighting products — smartly styled and quality-built — help to make your lighting and lamps a more important, more profitable department.



HERE'S a line that's a merchandising "natural." Products and packages are designed to make attractive window and counter displays — traffic "stoppers" that build over-the-counter sales into a *really* profitable volume!

Styled by Brooks Stevens, famous product designer—and made by Moe Brothers, known for a quarter of a century as specialists in residential lighting fixtures — this fast-selling line includes a desk lamp, bed lamp, kitchen light, heat lamp, and fluorescent pin-ups.

Each lamp has numerous engineering fea-

tures for greater functional efficiency — features you can play up when the customer is "just looking" — features with *extra* sales appeal that makes the customer say, "Wrap it up — I'll take it!"

You can depend on the same high quality which has made Moe Brothers the recognized leader in the field of permanently-installed residential fixtures — now also available as carefully selected, attractively packaged traffic merchandise for over-the-counter selling; a few representative items are shown below.

A-2

Property of U. S. Patent Office
For Examiners Use Only.

Property of U. S. Patent Office
For Examiners Use Only.

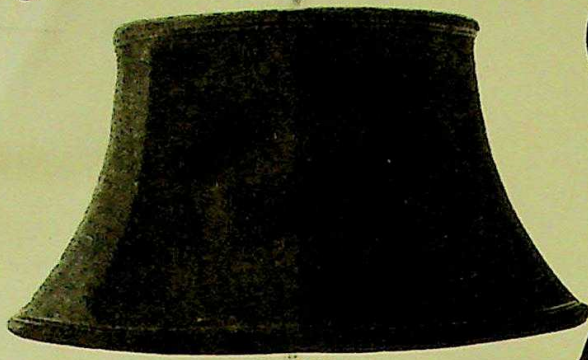
A-2

LAMPS AND PEN SETS

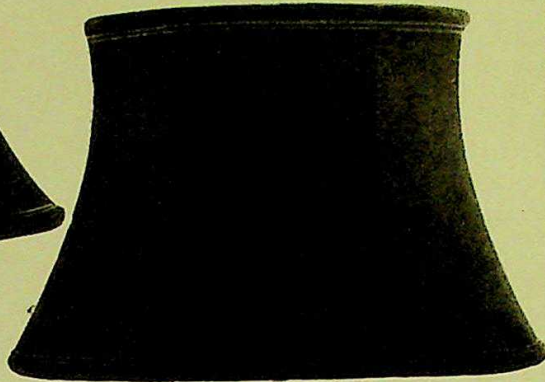
Lamp shades on this page are furnished in satin, hand sewn.

PRICE LIST

Number	Height Inches	Price
102X Pen Set		
7" Base size 5 1/2 x 12		
Pedra Onyx Base		
Bronze Plate		\$28.00
SunRay		30.00
Brazilian Onyx Base		
Bronze Plate		36.00
SunRay		38.00
103X Pen Set		
8" Base size 6 x 12		
Pedra Onyx Base		
Bronze Plate		48.00
SunRay		50.00
Brazilian Onyx Base		
Bronze Plate		63.00
SunRay		65.00
210X Dryad Lamp		
24"		
Pedra Onyx Base		
Silver Plate		49.00
SunRay		49.00
Brazilian Onyx Base		
Silver Plate		64.00
SunRay		64.00
221 Large Cattail Lamp		
15 1/2"		
Combination		20.00
SunRay		20.00
Drum shade 9 1/2" high		
251 Indian Pink Lamp		
15 1/2"		
Combination		17.00
SunRay		17.00
Drum shade 7 1/2" high		
252 Small Cattail Lamp		
15 1/2"		
Combination		17.00
SunRay		17.00
Drum shade 7 1/2" high		
420X Vase Lamp		
25"		
Pedra Onyx Base		
Bronze Plate		
Blue and Gold		
Red and Gold		
Green and Gold		45.00
Brazilian Onyx Base		
Bronze Plate		
Blue and Gold		
Red and Gold		
Green and Gold		60.00



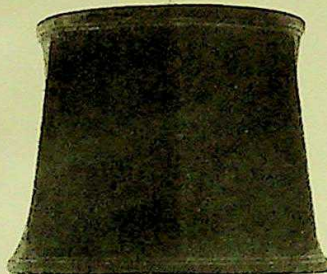
No. 420X



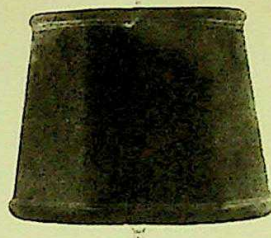
No. 210X



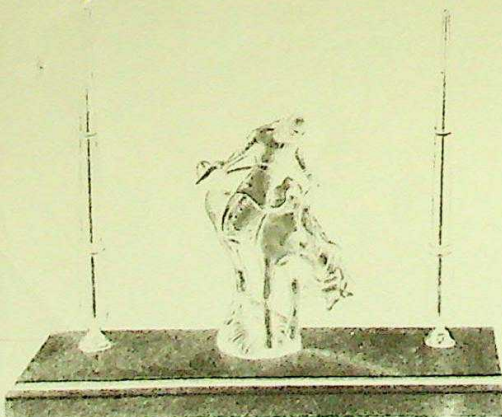
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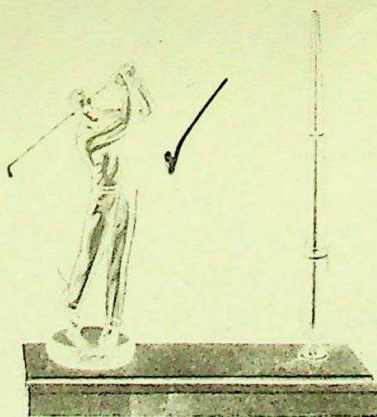
No. 221



No. 252



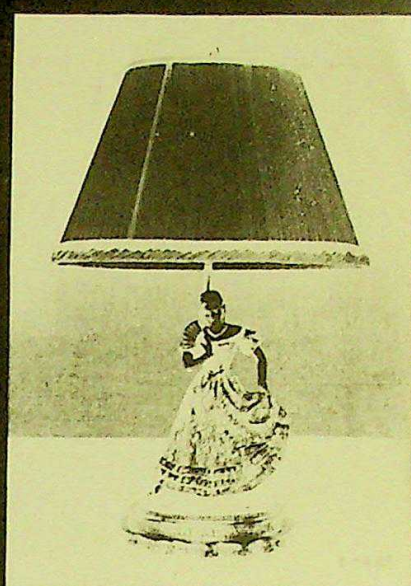
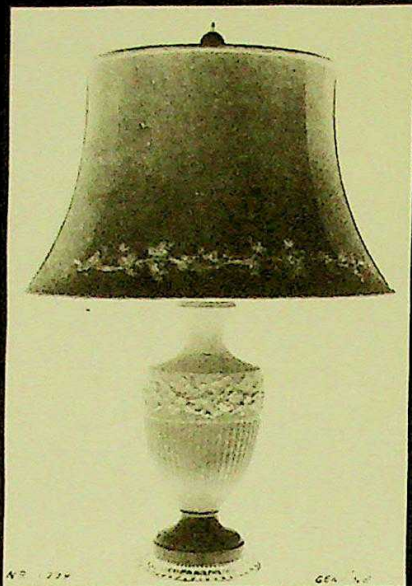
No. 103X



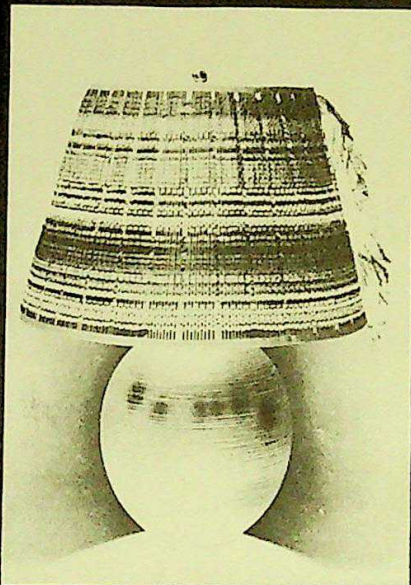
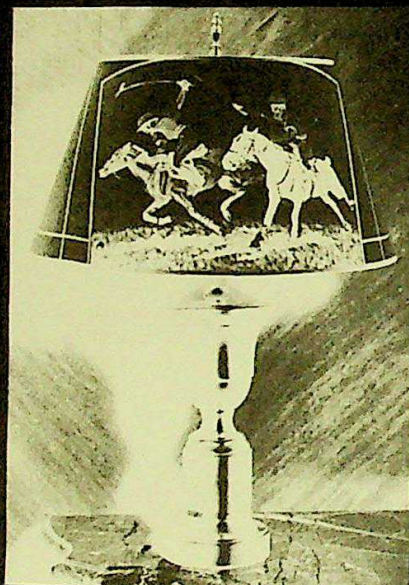
No. 102X

Lamp No. 420X is equipped with a 18" flower shade. The Blue, Red and Gray used on Lamp No. 420X hand applied to a marble base. The colors range from pastel to deep tone blending with most interiors. Lamps furnished without shades if desired write to prices.

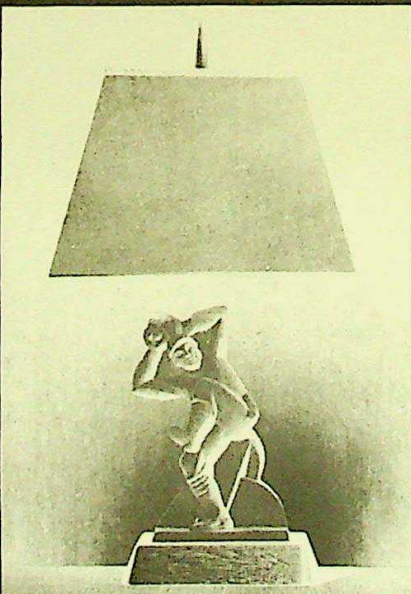
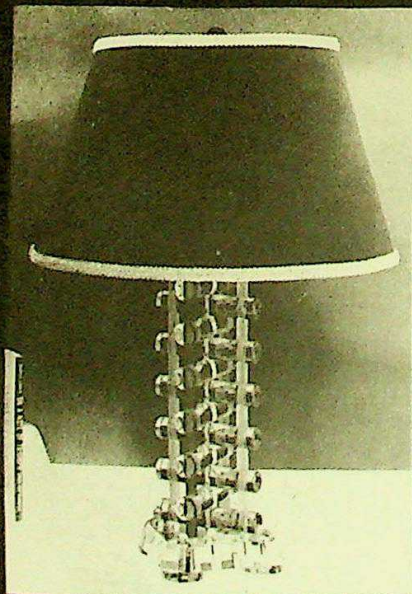
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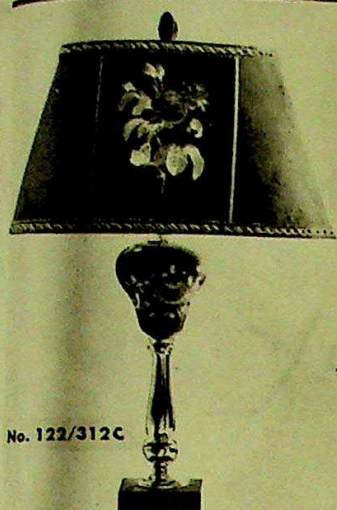


10
11
12



FURNITURE AGE - June 1946 Page 51

Two Great ALL★STAR Lines for Immediate Delivery



No. 122/312C



No. 122/312A

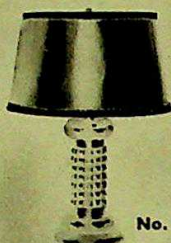


No. 122/312F

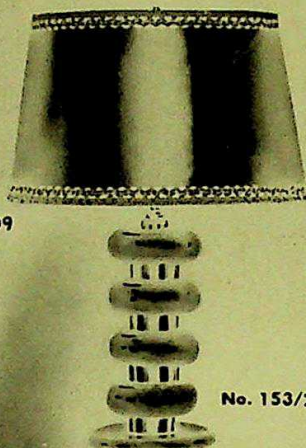
COLONIAL LAMPS • Beautiful, hand decorated founts (in assorted styles as shown) • Marble base mountings • Brass plated finish standards and inserts • Shades of glazed Spanish leather effect parchment, decorated with braid trim top and bottom • Minimum 6 • \$7.85 each • F. O. B. Factory.



No. 153/206



No. 153/209

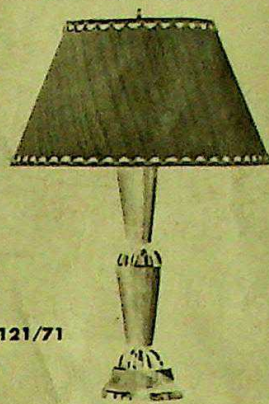


No. 153/208

DECORATIVE MODERN LAMPS • No. 153/208 Bleach only, 16" Drum shade of Satin over parchment, Height overall 23", \$10.90 each • No. 153/206 Walnut or Bleach, 16" shade of Fabric over Parchment, Lamp 23" high, \$8.40 each • No. 153/209 Solid Walnut or Bleach, 16" shade of Satin over parchment, \$11.95 each • All bases have brass trim • All priced F. O. B. Factory.



No. 121/71X



No. 121/71



No. 121/65X



No. 121/68

MODERN TABLE UNITS • All have smart bases in light wood finish • Shades are fabric over parchment • No. 121/65X, 23 1/2" high, \$4.35 each • No. 121/71X, 23 1/2" high, \$5.00 each • No. 121/68, 24" high, \$6.90 each • No. 121/71, 23 1/2" high, \$5.65 each • Minimum 12, Assorted or all one style • All Prices F. O. B. Chicago.



No. 125/222

No. 125/222 **MODERN TABLE TORCHIER** • A truly splendid work of art • Aluminum and Bleach wood combination • Height: 17 1/2" • Mogul socket • \$9.95 each • F. O. B. Chicago.

All LOMAR shipments will be consolidated with those from BELL LAMP wherever feasible.

HENRY LOVENHART

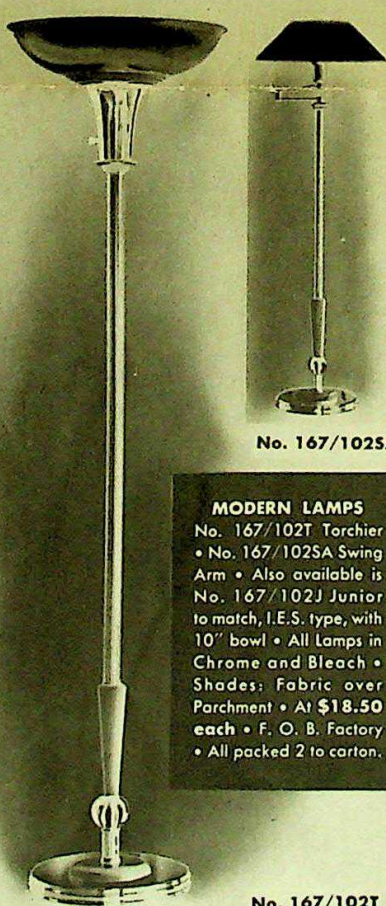


167/100 Br.

167/100 SB

No. 167/100L

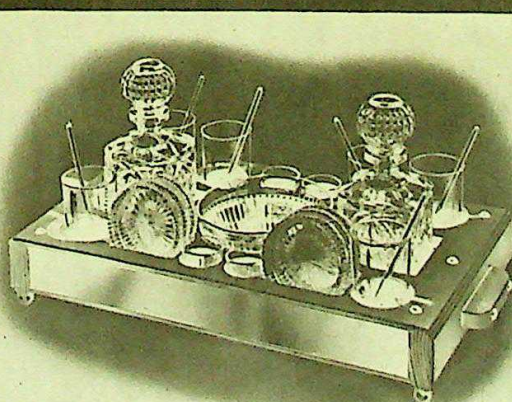
MODERN LAMPS
Finish: Chrome and Walnut, or Chrome and Bleach • Tailored shades of fabric over parchment • No. 167/100L Junior Lamp I.E.S. type, mogul socket \$16.50 each. • No. 167/100 B is regular bridge to match \$16.50 each. • No. 167/100SB is Student Bridge to match • \$16.90 each. • No. 167/100T is Torchier to match • \$17.50 each • All F. O. B. Factory • All packed 2 to a carton.



No. 167/102SA

No. 167/102T

MODERN LAMPS
No. 167/102T Torchier • No. 167/102SA Swing Arm • Also available is No. 167/102J Junior to match, I.E.S. type, with 10" bowl • All Lamps in Chrome and Bleach • Shades: Fabric over Parchment • At \$18.50 each • F. O. B. Factory • All packed 2 to carton.



No. 143/149

No. 143/149 **SERV-A-BAR** • Complete 26 piece Set • **BLONDE TRAY** with mirror insert • Complete 26 piece Set includes Tray, 6 highball glasses, 4 whiskey glasses, 6 stirrers, 6 coasters, 2 decanters, 1 ice bucket • Tray length overall 22", width 11 1/2", height 3 1/4" • Packed 1 to carton • \$6.95 each • F. O. B. Chicago.

BELL LAMP MFG CO.

Manufacturers of Lamps • Smokers •

156-160 W. Walton Street
CHICAGO 10, ILLINOIS

Lomar Products, Inc.
Distributors of LAMPS • NOVELTIES • HOME FURNISHINGS

Office and Warehouse
152-158 W. WALTON ST.
CHICAGO 10, ILLINOIS

Combined Show Room SPACE 917 American Furniture Mart, Chicago

A. 2

Table Lamp Box

Property of U. S. Patent Office
For Examiners Use Only.

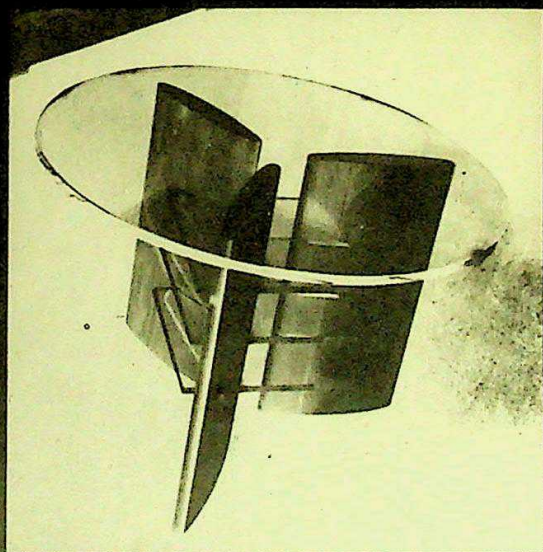
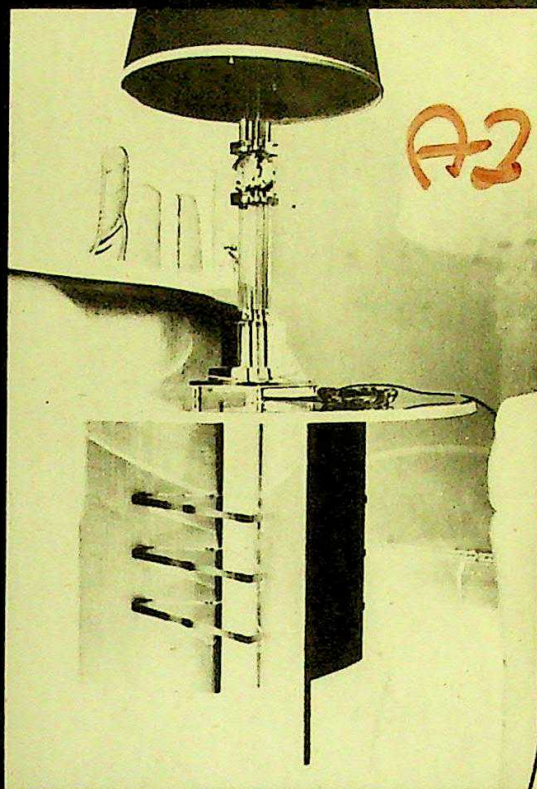
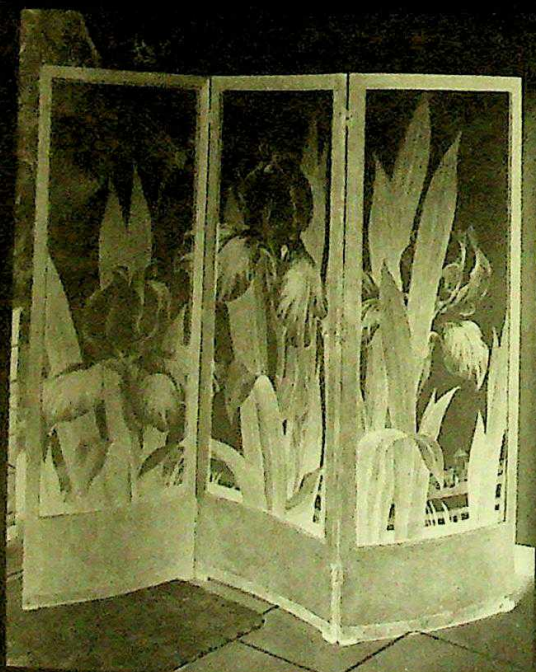
pletes the tables which are placed at either end of a seven foot divan to support crystal lamps.

Edges of the plastic shelves pick up room lighting to make an interesting decorative pattern beneath the tables which would otherwise be dull and rather dark at night.

And speaking of possibilities in this field, we asked Mr. Rohde, who is especially interested in the development of plastics to make a few prophecies as to future potential uses.

Here are some of his ideas: "The inherent qualities of transparent plastics—permanence and strength—combined with light weight, make them increasingly useful to architects and designers. I have often thought of how effective a living room would be, which has walls of thin plastic material, with sheets on ball bearings to be changed at will, the colors suiting the mood of the moment. Or have the walls stationary with joints holding the sheets frankly exposed and making a pleasing pattern. In the home of the future we shall find transparent colorless plastics used as lamps and lighting fixtures. The ability of this type of plastic to carry light around curves will create new forms for lamps. With its perfect diffusing powers and light weight, translucent plastics will be used effectively for large suspended luminaires. There will be many other decorative applications for plastic materials such as railings and grills, hardware, table utensils and partitions."

And speaking of railings, it is interesting to note here that just recently a stair rail of a methyl methacrylate plastic has been installed in the home of one of the country's leading industrialists. Outside of aesthetic considerations, the practicality of the idea is obvious. Here is a rail that can be easily polished, and which has no surface color to wear through. (Please turn to page 64)



The tables above were designed by Joe Lopker for his own home. Three Plexiglas shelves supporting ovoid pilasters of blond maple pick up edge-lighting to form a pleasing pattern beneath the table top which is of glass. Jane Ross designed this three-panel screen (left) and painted the iris motif on the mat-finished side of sheet Plastacel, which is translucent enough to show through on the polished side

Modern Plastics

Cat. 123

1935-6

Table
Lamp
Buy

The New Approved Study Lamps Designed for Better Light—Better Sight

For the scientific construction (shown on opposite page) these Illuminating Engineering Society approved Study Lamps have more height than ordinary table lamps. They distribute just the proper amount of eye and light over desk, table or working surface by means of a translucent glass reflector. Opaque shades prevent light from shining directly on face. High reflecting surface diffuses light and reduces harmful shadows.

Modish Classic

At left. Heavy decorated base in Ivory enamel or Old English finish. Translucent glass reflector. 17-inch hand decorated parchmentized paper shade. Ht. 27 1/2 in. Approved for cord and plug. Ship. wt. 13 lbs. 3/4 lb.

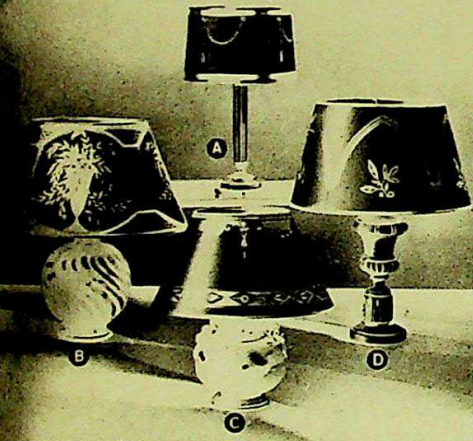
\$298

Old English

Shown at right. Ward's Supreme Quality. Heavy metal base and stand in Old English—bronze finish. Complete with 17-in. hand decorated opaque paper parchment shade. Translucent glass reflector. Approved rubber cord and plug. Ht. 27 1/2 inches. Ship. wt. 14 lbs.

\$398

Smart Kerosene and Gasoline Lamp Styles on Page 476-477



There's Lots of Variety and Style Even in Ward's Lowest Price Table Lamps

Modern Table Lamp. Metal base enameled. White with chrome trim. White and Silver shade. or enameled Black with Chrome trim and Black Silver shade. 10 1/2-inch paper parchment shade is cellophane wrapped. Height 17 1/2 in. Ship. wt. 1 lbs. State color.

466 A 8132—Mailable..... \$1.08

Whirl Glass Base. Glass Table Lamp molded in the new whirl effect. Opaque Green or Black with hardening 2-color design on 18-inch cellophane parchment paper shade. There's a color for most type of room. Ht. 19 inches. Ship. wt. 10 lbs. State color.

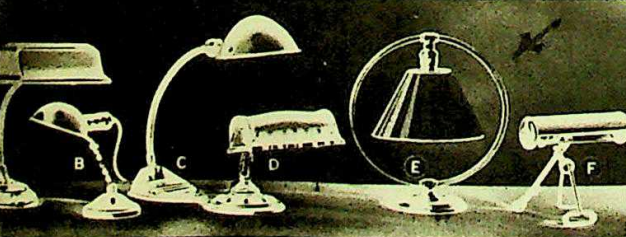
466 A 8134—Mailable..... \$1.28

Pottery Base. At such a low price you can afford to have all new lamps in your home. Nicely styled, well-built design. Glazed pottery base in White, Burgundy or Green with 14-inch two-color paper parchment shade to match. Height 15 1/2 in. Ship. wt. 9 lbs. State color.

466 A 8135—Mailable..... \$1.18

Classic Design. Composition base with Ivory and distinctive gold finish copied from distinctive 18th century designs used on alabaster lamps (like the one shown at top of this page). 16-inch paper parchment shade in Ivory with a gold and rust design. Height 21 1/2 inches. Ship. wt. 12 lbs.

466 A 8133—Mailable..... \$1.18



Proper Light for Writing, Reading and Music

Long Shade. Swivel-adjustment. 9 1/2-in. endless shade arm. Pin holder in base. Metal finished Mahogany. Ship. wt. 5 lbs.

566 A 8679—Mailable..... \$1.58

Clamp Base. Fastens

Flexible Arm. 12-inch endless cable. New heavy base. Brown or Green enameled metal. Ship. wt. 5 lbs. Mailable.

566 A 8162—State color..... 84c

Plane Lamp. Adjust-

Chromium Lamp. Old Ivory paper parchment shade. Swings. Ht. 14 in. Ship. wt. 6 lbs.

466 A 8670—Mailable..... \$3.98

Musical Light. Clamps

anywhere. Adjustable shade 8 in. long. Metal with

Table Tennis Lights

Twin lamps each with a 12-ft. rubber cord and plug can be suspended at any desired height from game table. Only one wall or ceiling outlet necessary. 14-inch Opaque paper parchment adjustable shades

566 A 8681—Mailable..... \$1.08

Glazed Pottery Base. Matching 15 1/2-inch paper parchment shade treated with "Marvelite" to make it glow in the dark after light is turned off. Tilting finial for adjusting shade. Ht. 20 1/2 in. State color. Burgundy, Green, Ivory or Rust. Ship. wt. 13 lbs. Mailable.

466 A 8727 \$1.98

Boudoir Lamp. You'll really appreciate Marvelite convenience in the bedroom. Pineapple design glass base and 8 1/2-in. pleated vegetable parchment paper shade are both treated with "Marvelite." Height 13 in. White only. Ship. wt. 13 lbs. Mailable.

566 A 8127 \$1.84

Glass Base. Both the Frosted effect base and 18-in. pleated vegetable parchment shade are "Marvelite" treated so you can see the whole lamp glow when light is turned off. Metal finial for tilting. Hand decorated shade. White only. Ht. 20 in. Ship. wt. 10 lbs. Mailable.

466 A 8125 \$4.48

End Table Lamp. Glazed Pottery base in Ivory, Burgundy or Green. No more stumbling around in the dark. 11 1/2-in. matching paper parchment shade is "Marvelite" treated. Two-tone decoration. Height 15 in. Ship. wt. 9 lbs. Mailable.

466 A 8129 \$1.44

Pineapple Design. You can see the design of this lamp even in the dark. Both glass base and 14-inch pleated paper parchment shade are treated with "Marvelite" to make them glow after light is turned off. Shade tilts. Height 21 1/2 in. White only. Ship. wt. 9 lbs. Mailable.

466 A 8128 \$4.48

Wheat Design. A smart modern lamp created by Bureau of Design on simple lines. The wheat stand out in relief on glazed pottery base. Square shade is 14 1/2 in. across. Made of pleated vegetable parchment paper. "Marvelite" treated to make it glow in the dark. Ball finial. Nickel fixture for tilting. Base is Ivory, Burgundy, Green or White. Shade. Ht. 20 1/2 inches. Ship. wt. 8 lbs. State color.

466 A 8128—Mailable..... \$2.27



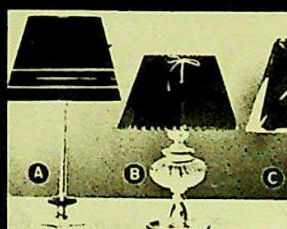
These Pin on the Wall

Pin-up Lamp. Fastens easily to the wall or may be hung on a hook. Steel enameled Black or Ivory with 10-in. paper parchment shade to match. Complete with push pin and 14 ft. of approved cord and plug. Ship. wt. 2 lbs. 12 oz. State color.

466 A 8731—Mailable..... 89c

"3-Way" Lamp. Adjustable socket. et. Push pins. Steel enameled Ivory, Green or Black. 14 1/2 in. high. Harmonizing 8-in. paper parchment shade. Ship. wt. 4 lbs. State color.

466 A 8681—Mailable..... \$1.08



Boudoir Lamps for Every Style Bedroom

Modern Vanity Lamp. Black glass base, nickel-plated stem. 8-in. White paper parchment shade. Ht. 14 in. Ship. wt. 3 lbs. Black and silver dec.

566 A 8136—Mailable..... \$1.08

Solid Maple Base. Chime font. Maple, Mahogany or Walnut finish wood base. White shade is pleated paper parchment 8 1/2 in. wide. Ht. 12 1/2 in. Ship. wt. 3 lbs. 8 oz. State color.

566 A 8142—Mailable..... \$1.08

Scottie Lamp. Plaid cambric base. Red on White, or Red and Green on White. 10-in. paper parchment shade. Ht. 12 in. Ship. wt. 3 lbs. State color.

566 A 8691—Mailable..... 98c

Colonial Design. Solid Maple tripod base. 10-in. fluted paper parchment White or Brown shade with cord or bow trim. Ht. 14 in. Ship. wt. 2 lbs. 8 oz. State color.

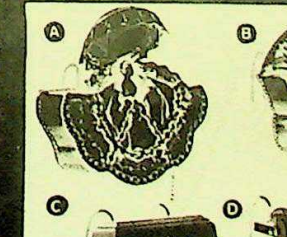
566 A 8143—Mailable..... \$1.08

Milk White Glass. 7-in. White paper parchment shade with colored bow and cellophane wrapped. Ht. 12 1/2 in. Ship. wt. 2 lbs. 8 oz. State color.

566 A 8771—Mailable..... \$1.88

Vanity Lamp. Triangular glass base and fluted stem. 8-in. Rayon tafeta shade in Green or Rose also Blue or White. Ht. 14 in. Ship. wt. 4 lbs. State color.

566 A 8693—Mailable..... 98c



Proper Light for Writing, Reading and Music

Long Shade. Swivel-adjustment. 9 1/2-in. endless shade arm. Pin holder in base. Metal finished Mahogany. Ship. wt. 5 lbs.

566 A 8679—Mailable..... \$1.58

Clamp Base. Fastens

Flexible Arm. 12-inch endless cable. New heavy base. Brown or Green enameled metal. Ship. wt. 5 lbs. Mailable.

566 A 8162—State color..... 84c

Plane Lamp. Adjust-

anywhere. Adjustable shade 8 in. long. Metal with

Chromium Lamp. Old Ivory paper parchment shade. Swings. Ht. 14 in. Ship. wt. 6 lbs.

466 A 8670—Mailable..... \$3.98

Musical Light. Clamps

anywhere. Adjustable shade 8 in. long. Metal with

566 A 8681—Mailable..... \$1.08

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Examination Fee Paid